

# THE LIBRARY AND THE COMMUNITY

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COMMUNITY STUDIES AND LIBRARY PUBLICITY

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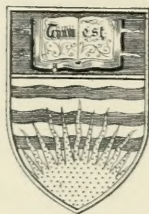
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# THE LIBRARY AND THE COMMUNITY

INCREASED BOOK SERVICE  
THROUGH LIBRARY PUBLICITY  
BASED ON COMMUNITY STUDIES

By JOSEPH L. WHEELER  
*Librarian, Youngstown Public Library*

CHICAGO  
AMERICAN LIBRARY ASSOCIATION  
1924



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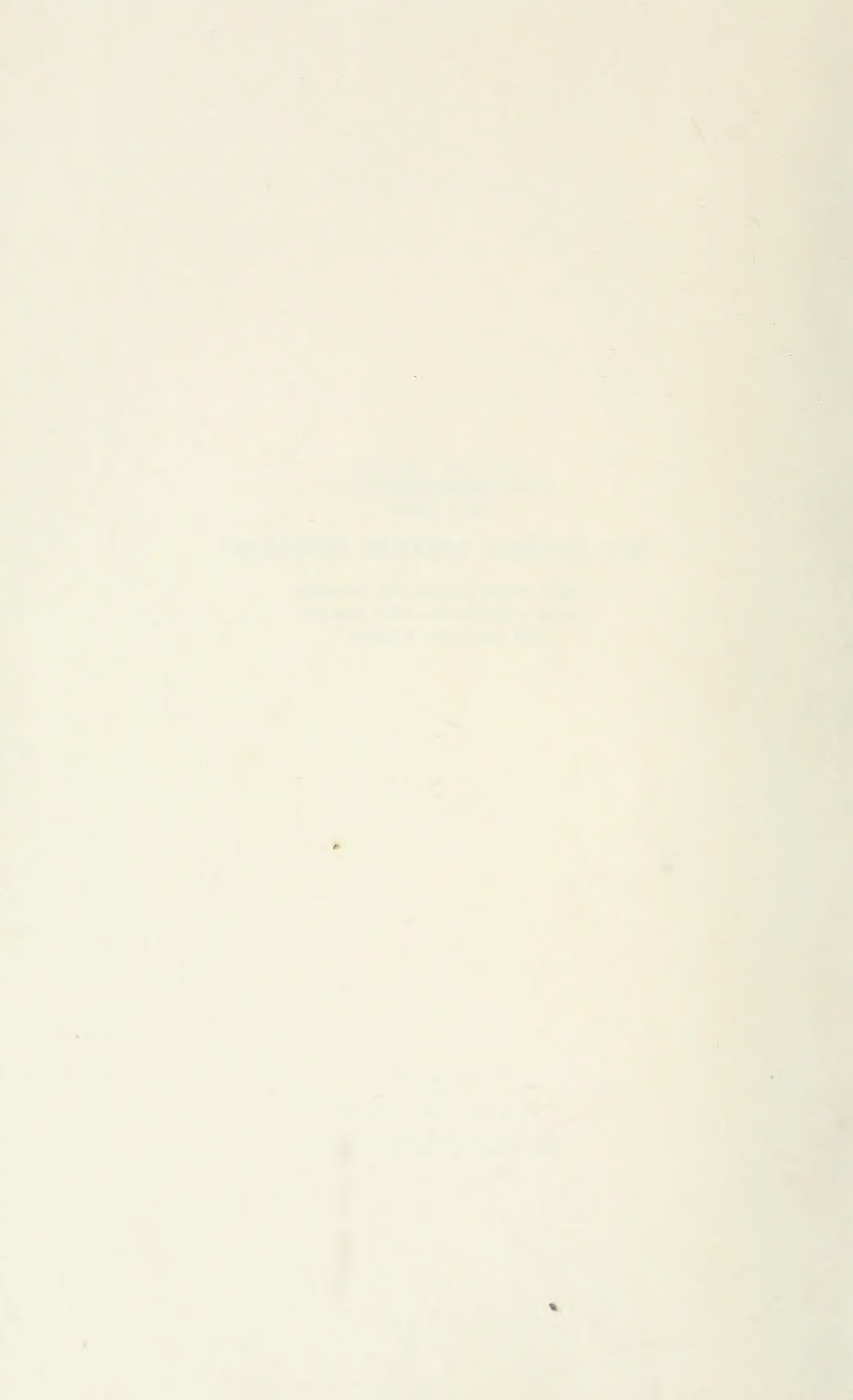
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TO THE MEMORY OF  
MY FATHER

REV. GEORGE STEVENS WHEELER

WHO WENT AMONG HIS PEOPLE  
WITH A CEASELESS LOVE AND JOY  
"AS ONE WHO SERVED."





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## PREFACE

### SOME MOTIVES IN LIBRARIANSHIP

**T**HE library profession is so varied in its motives, its interests, and its methods, that it offers an unusual fascination and stimulation to those who engage in it.

Fundamentally it is founded upon the knowledge and love of books, or the strong belief that good books, widely read, will produce an intelligent people. Predominant in some librarians are this knowledge and love of books and an insatiable interest in their qualities. Some have a fondness for the physical book, for its age, its beauty, its rarity, its possession; some are content with the pleasure of handling the new volumes as they arrive like so many Christmas packages; the hearts and minds of some respond to the incidents, characters, word pictures, and sentiments of the books; some are perennially moved by the power of each book to make one reader, one village, or one city better and happier than before.

Similarly, as the library is to some librarians a collection of books, it is to others a dynamic organization whose high function is to render a service of enlightenment. To such librarians the community and its people, by classes and groups, and even the individual men and women who do or who do not read books, are of as much interest as the books themselves. Outside the library building they see a vast field awaiting service. To them librarianship is a form of social service to which new workers are constantly coming with a zeal akin to that of the missionary.

Among librarians who have the social service ideal paramount, there is a corresponding diversity of viewpoint toward their work. While one, bent on a certain percentage of increase in his book circulation, checks off in a businesslike way the various sections of the population, by occupation, by race or religion, by societies and precincts, to see that the library



service and library publicity shall reach into the consciousness of every prospective user, another finds his joy in personal association with readers, in his understanding of their interests, or the satisfaction of looking into new subjects with some new reader and thus learning whether the library routine is working smoothly. Another feels the thrill of watching solid lines of adults in some foreign-born section of a great city as they bear away from the loan desk the thousands of books which will bring knowledge, skill, solace, into homes, shops, offices. He has the missionary spirit, but it is not that of the savior of souls, nor of the reformer, nor the pathological motive of the rectifier of social ills. It is only the desire to share with the whole population the contents of books which can prove of great help to them, and to do it in a friendly and intelligent way.

Finally, to some librarians the element of strongest appeal comes in the thought that they are directing a business, a great distributing organization which brings hundreds, thousands, even millions of books and people together during a single year. They find in this world of books and public service the same problems of organization, employment, morale, salesmanship, turnover, good-will, publicity, motion study, economics, operating costs, rivalry in results, that the manufacturer and department store manager find. Among such librarians are those who pursue the daily routine of interviews, staff meetings, purchases, publicity projects, reports of finances and work accomplished, with as little sentiment as would be found in a shirt factory. There may even be found among them those who regard their work as a sort of chess game, a contest of wits with the staff, with public opinion, with politicians, with finances. Others run to time clocks and cash registers, to a study of books on personal leadership and control. Others strive to maintain throughout their staff a spirit of friendly interested service of the self-forgetful type, thinking that along with their own pleasure in working as one of the staff they are achieving more and better results for the public. They may be disturbed only by the thought that with the resources of books

and appropriations at their disposal they are perhaps not achieving the maximum results.

So this brief summary of the various motives, purposes and attitudes in librarianship, in its highest interpretation resolves itself into the three-fold motto of the American Library Association: "The best reading for the largest number at the least cost."

This book is based on the assumption that the function of the library and of the librarian is to get more people to read more books and better books, and that the librarian must understand and esteem the people as well as the books, and must tell them constantly about the books through a never-ending campaign of publicity, which, in the last analysis, is one of the greatest economies a library can undertake.

There is nothing said or intended here to minimize scholarship nor the knowledge or love of books, on which all good library service must firmly rest. The author's point of view is wholly that expressed by Mr. Asa Wynkoop:

"The old-time librarian was proud and complacent in his possession of books. The present-day librarian smiles at this barren conception and bases his pride on the number of books distributed and the number of readers enrolled. The librarian of tomorrow will look on both conceptions as about equally crude and unworthy and will base his pride on the aid his library can give in making the use of books a means of positive educational and cultural advance. . . ."

This volume has developed from a series of lectures given annually since 1919 at the New York State Library School. Because of that and the requests from several schools that the presentation be suitable for textbook use, the subject-paragraph form has been used and the suggestions which appear on page 48 of Dr. Williamson's report on "Training for Library Service" have been kept in mind. Since the subject lends itself so appropriately to visual instruction, pictures with accompanying discussions have been freely used in the hope of making the suggestions more definite and usable. To save space, the incomplete sentence form is used in summarizing various examples.

The difficulty which all librarians have in finding any opportunity during office hours to write much-needed literature on their professional work has meant in this case the devotion of practically all the author's spare time for two years to the collection and study of material and the writing of the text. The shortcomings resulting from this pressure of various other duties are fully realized by the author, who nevertheless feels that the present volume is at least justified as a beginning in a wide and increasingly important field.

His acknowledgment of help must be general, for several hundred librarians have generously sent material or suggestions, and more than a hundred publishers of books and magazines on the most diverse subjects have lent pictures or cuts, or granted permission for their use. It is greatly regretted that so many fine examples have had to be omitted; those included were chosen as the best available to illustrate the points under discussion, with no attempt to recognize the work of individual libraries. Special acknowledgment is given to Mr. Charles E. Rush, Librarian at Indianapolis, who lent portions of his own large collection, with the notes he had prepared for an A. L. A. pamphlet on publicity. Dr. Paul Paine of Syracuse, Dr. George F. Bowerman of Washington, and Mr. Arthur L. Bailey of Wilmington, were kind enough to read portions of the manuscript and to make many valuable suggestions. Finally, the A. L. A. generously supplied an editorial expert for six weeks to help prepare the final text for the printer.

JOSEPH L. WHEELER.

PART ONE

THE COMMUNITY BACKGROUND





# THE LIBRARY AND THE COMMUNITY

## CHAPTER I

### THE LIBRARIAN AND HIS COMMUNITY

**L**IBRARY workers have devoted too small a share of their thought to the people and affairs outside their buildings; too much time in getting books ready for use in proportion to the amount of time devoted to getting them used. Probably this is why the possibilities of the public library for social influence are so little recognized.

To suggest a point of view from which to consider this interesting subject, "let us take ourselves to the top of some high office building where we can see our city spread before us, or climb the little hill that overlooks our country town. Here lies our fertile field of endeavor. We love it as we love the books. The library building with its hum of activity is but the means to accomplish an end. We forget the routine and see the shops, the farms, the offices, the homes at our feet reaching to the horizon. We listen to the sounds of the people at work, and speculate upon the thoughts of the hurrying crowd. Every home, every shop, every office and farm is an opportunity awaiting us, calling for the message of the books."

Every community has its own characteristics and personality—something which might be called from the librarian's point of view the "community mind." By comparing one town with another, one notices differences not alone in physical appearance but in very spirit and temper. The same is true of various sections of a single city. One becomes aware of elements which are of particular importance to a librarian—the "pace" of the town and the amount of leisure time of the average citizen;

the proportion of foreign-born, negroes, or special population groups, each of which requires special attention in planning service; the general appearance and tone of the place; the strength and motives of the leaders of civic thought and the readiness of the crowd to be led; the attitude of capital and



*Courtesy of the San Diego-California Club*

Fig. 1—The Vision of Service! Following literally the advice, "Let us take ourselves to the top of a tall office building," one receives at least the abstract impression of the vast field that awaits his endeavor.

labor groups and of religious bodies; the variety of educational and social service institutions; in particular, the alertness of geographical, racial, and vocational groups to the opportunity of adequate library service.

Possibly the first mature study of this sort by any library was reported, most interestingly, in the *Library Journal*, December, 1908, by Mr. L. M. Solis-Cohen, whose "Library Work in the Brooklyn Ghetto" describes, almost to the exclusion of everything else, the people in the neighborhood of a single

branch. Even before that the, Wisconsin Library School, from its establishment in 1906, "had been greatly interested in the relation of the library to the community, and required its students to prepare a community survey during their field work." Subsequently the other schools assigned a place for such studies in their courses, as they did for the companion subject of publicity.

It is quite logical that, having given years of attention to the technique of preparing books for use, libraries should now turn their thoughts to a study of the people who use the books, whether communities or various groups, or the individual reader and his attitude toward books and the library. As a recent book is entitled *The mind of the buyer*, so some day we may have "The mind of the reader." Of such a nature is Bamberger's *Effect of the physical make-up of a book upon children's selection*. (Johns Hopkins University Studies in Education. 1921.) And for studies of groups there is already the *Library Journal* series on the foreign-born and their relations to the library, edited by Mrs. Ledbetter (Bibliography, Chapter 5). Of community studies, however, there is little in print from the library's point of view.

The librarian's ambition for service, and that of his staff, is enriched and strengthened by their constant desire to know and understand what their community is doing and thinking. Thereby all the library staff become aware of specific needs of service. The more personal this knowledge is, the better, and it can be secured only by cultivating it. Otherwise it tends to become an academic and unreal sort of interest. If a large inflow of new population for some local industry, or of some particular type or nationality, is reported in the newspaper, or by some employer, some bank official, or some social worker, it is enough to suggest a whole train of thoughts and action to the out-looking librarian and a responsive staff. When unexpected opposition to a desirable change in city government develops, the alert library can, within twenty-four hours, render a definite service to the leaders on both sides through its reference department; whereas an inward-looking librarian would entirely



neglect the opportunity. The librarian in a small town, with a small circle of patrons, has a still greater opportunity for intimate acquaintance and intensive service.

Some of the following pages strikingly reveal the considerable part which librarians and department heads are playing in constructive community affairs as leaders in special civic groups of varied nature. It is obvious that the benefits to library and community are mutual, for personal acquaintance and connection provide the strongest possible link between the two.

Such an outlook serves also a selfish purpose. It lays a hundred roads to the hearts and pocketbooks of city officials and public leaders, who know very well that the public is willing to give adequate support for service rendered if enough sentiment is aroused. It is the librarian alone who can create and mold public opinion in his cause and every hour that he gives effectively to a more alert and sympathetic understanding of his fellow citizens can be justly charged to "campaign purposes"—the eternal campaign to secure more support in order to render more service.

On this point the recently formulated proposal for a revised code of "Ethics of Librarianship," is interesting:

"22. A Librarian's Province. It is the librarian's duty to be a force in the community, and contact with people even more than with books engenders force. We must not confuse the duties of librarian and assistant, the one is always associated with *people*, although in a small library he (or she) may do all the work; the assistant may or may not be called upon to meet the public, but generally has specific duties to which specified hours must be given."

Without agreeing to the implied thought that a librarian need have no specific duties or hours, we may insert in the schedule which most librarians try to follow some provision for outside contacts and civic acquaintanceship.

## CHAPTER II

### THE COMMUNITY STUDY AS A BASIS FOR BETTER SERVICE

**S****O****C****I****A****L** surveys. In *The social survey, its history and methods*, C. C. Taylor points out the dangers of making a "fad" of a method which appeals so strongly to well-meaning folk possessed with the reformer's zeal. He also shows that in its better sense a survey is the natural perfection of a method for ascertaining facts on which to base carefully studied recommendations, and that the skill and sureness of its technique has developed remarkably even in the last five years. The librarian can learn much from survey methods, by way of analogy and parallel. Whatever has been done in his own community to review social, civic or educational phases and elements is of some direct use to him. Among all the "educational" surveys that have been made in various cities, only a half dozen make mention of the library. Librarians should see to it that their institutions are studied and interpreted to the public along with the schools.

**The library's motive.** Some phases of community life may be of extreme importance to the librarian, while others, though interesting, have little significance. Some typical examples on this point are discussed in the appended bibliography. Especially, the librarian will realize at all times a distinction between the motive of his own study and that which characterizes similar studies by other bodies. No condescension, no expectation of finding social ills or probing them, no patronizing tendency to look upon those unused to books as subjects for "uplift" will actuate any library's study of the mere facts upon which to base its plain everyday plans and methods.

This is forcibly hinted at by Owen R. Lovejoy in his presidential address, "The faith of a social worker," at the 1920 annual meeting of the National conference of social work (*Proceedings*, v. 47, p. 4.):

"There is danger that highly trained young people coming into a community from their special courses of study may feel aloof from the somewhat simple customs and mental processes of the local people; may consider their institutions archaic and their beliefs humorous. Rest assured that these are the very facts about a community that we need to know. These institutions to which they adhere so closely and these beliefs which are the stimuli of their activities must be sympathetically studied, for precisely there we shall find the working capital available for social investment. This is the community life. We shall make no progress without a humble attempt to understand its basic enthusiasms."

Library workers, prompted by different motives, have little temptation to "aloofness" from the "simple customs" of those whom they serve in a friendly sphere of equality and of mutual pleasure in the printed page.

**Library surveys more general.** A local survey for library purposes seldom needs to be made with any such thoroughness as many social welfare surveys have been made. Discoveries and conclusions from a rather brief and general study, if carefully planned, will reveal more opportunities and suggest more projects than any public library can take care of for some time. The temptation is to spend too much time on intensive study of a few phases and to find one field so fertile that the perspective may be lost. The following eight chapters suggest pertinent topics, as well as cite instances of the value of the data to be found. Only the large city libraries can afford the intensive studies of small areas, generally for branch use. But they are of greatest value locally and to other libraries because the findings are always suggestive. Of such surveys, that by Miss Mary Frank is most interesting (see Bibliography), but the brief outline mimeographed by the Cleveland Public Library for use at a single branch is especially useful to those who wish a chart of directions. A survey inaugurated in 1913 by the Minneapolis Public Library directed special attention to neighborhood conditions. The library secured the cooperation of the state university in preparing its questionnaire.

**Personal acquaintance.** For library surveys an acquaintance with leaders of industrial, commercial, educational, racial

groups, and their activities, is more profitable than creating original detailed statistics in a few fields. Such acquaintance, usually on the part of the librarian, must be translated into staff knowledge by staff meetings, memoranda, or otherwise. Information which applies to the subjects of the next eight chapters may be obtained to some extent from officials by correspondence or personal inquiry. Before calling on an official, however, secure and digest his printed report. Questions will be more to the point and willingness to answer them far greater if one has acquired this knowledge of his work in advance. The village librarian might in the course of a year spare time from her duties as selector, purchaser, cataloger, advertiser, purveyor, janitor, and general town adviser, to make a house to house survey up and down her main street. But the results would probably be better if she got acquainted with the family, old and young, in each house, in the way of making friendships, rather than to tabulate the percentage of college graduates, church membership, pianos, or electric washers they could report under her questions. The latter method, in village or city, reminds one too unhappily of certain characters from Sinclair Lewis and Dorothy Canfield. As Sherrard Ewing of the American City Bureau says:

"Just as it is useless to talk of continued support from the community if you do not, at the same time, enlist their active interest and effort, so it has been proved useless to make surveys and comprehensive plans, and, handing them ready made to the general community and its business men, expect the work to go forward. I can point out to you a number of excellent city planning reports which are gathering dust on top shelves merely because they were drafted by outsiders and the heart and effort of local people were not built into them. In any community project, if the interest and self-sacrificing effort of the business man ties him to it, it becomes a part of him, and there is far more hope that there will be a resulting product than if the best group of outside experts submit their nicely printed reports." (*National conference of social work, proceedings*, v. 47, p. 315.)

**Community shares interest in results.** Community surveys by libraries are not, like those suggested by Mr. Ewing, made by experts and handed to laymen for action, but are



rather for use by those who collect the data, to make their own work effective. Still if the community and its leaders know that such a study is going on at the library, with a view to rendering more complete service, and if many men and women are called upon for information and suggestions, the "survey" will "become a part of" the community. One fortunate librarian, asked to prepare the article about his city for a new encyclopedia, called upon nearly a hundred citizens to provide the data and collected at the reference desk a large file of new and valuable material. The library appeared in the role of community interpreter when the preliminary draft of the article was published on the front magazine page of the Sunday paper, with the heading "What do you wish the world to know about Belfast?"

**Sources of information.** In cities large enough to have a chamber of commerce, social workers' councils, women's clubs, labor unions, improvement societies, one generally finds a nucleus of definite material in printed or typewritten form, and the channel of approach for more. Newspaper editors may recall previous series of articles describing local industries, churches, schools, societies, and leaders. Many papers publish each January a summary of the important developments of the previous year. Newspaper advertising departments and business associations may have made trade maps and surveys, which libraries obviously should have on file. Town reports and maps will be collected, including, in the case of towns and counties, maps published by the U. S. Geological Survey, the rural delivery maps of the U. S. Post Office Department and any maps of school or church location published by the state educational officers or by the state federation of churches, if one exists.

**Census statistics.** Following are some of the tables included in the large bound volumes for the 1920 census:

Vol. 2. Population. General report and analytical tables.

Chapter 1. Color, race, nativity, parentage.

Chapter 2. Sex distribution.

Chapter 3. Age distribution. Tables 15-17, by age periods.

Chapter 6. Country of birth.

Chapter 7. Year of immigration.

- Chapter 8. Citizenship.
- Chapter 9. Country of origin of foreign-born stock.
- Chapter 10. Mother tongue of the foreign white stock.
- Chapter 11. School attendance.
- Chapter 12. Illiteracy.
- Chapter 13. Inability to speak English.
- Chapter 14. Dwellings and families.
- Chapter 15. Table 8. Number of homes, total rented, owned, free and encumbered (large cities by wards).  
Table 10. By counties.
- Chapter 16. General population statistics by counties.
- Vol. 4. Occupations.
- Vol. 6. Agriculture, by states.
- Vol. 9. Manufactures, by states and principal cities.
- Vol. 10. Manufactures by selected industries.

However, census figures are often unsatisfactory. Many items given nationally and by states are not carried out for towns and cities, e. g., church affiliation, school attendance by ages, etc. The chief shortcoming of census statistics is that they are only taken at ten-year intervals. Consequently, after the first two or three years have elapsed they must be considerably revised, especially in cities that are growing rapidly.

**Sources of estimates.** Some guide to making estimates can be gained by comparing the latest census figures with those taken ten years earlier. On this basis the Census Bureau itself publishes each year a small volume of *Financial statistics of cities of 30,000 population and upward*. The principle applies also as a rough guide to decrease or increase of percentage of home ownership, number of families, assessable valuation, etc. On many topics these figures can be more accurately obtained, e. g., total school population by age can generally be secured for each year. So can bank deposits and clearings, post office receipts, real estate sales, building permits. Bankers, editors of foreign newspapers, even if the papers are published in a distant city, ministers and priests, leading insurance agencies, credit, real estate, and builders' associations, the public school officials, the chamber of commerce—any or all of these should be called on for information. Through real estate men, contractors, moving concerns, and the local post office officials, one

can discover pretty definitely what population movements are going on—new tracts of land being developed for residences, locations of new stores or places of business of various sorts, incoming of negroes or different foreign nationalities in certain sections or streets.

**Housing conditions.** Detailed information about housing is almost impossible to secure. The proportion of ownership can be found in census reports and probably revised by local real estate men and boards of trade. It is a question how valuable the facts on these points are for library purposes. We know, however, that the levels of wealth, leisure time, and the mental development of the different classes of people are indicated very accurately by the class of houses in which they live, the amount of space around them, the care and attention given to the appearance of their grounds and buildings. Personal observation and acquaintance of the library workers as to individual streets is much more useful than any collection of figures, though the library is properly called on by the public for the figures also.

**Some examples.** Several neighborhood studies are noted in the bibliography. The Toledo Public Library training class includes a course of study on Toledo history, geography, population, industries, social conditions, educational instruction, and so on. Community studies have also been made in the neighborhood of some of its branches. Syracuse in 1916 published a 24-page guide to *Places of interest in Syracuse and Onondaga County*, which was widely distributed at ten cents a copy. Jersey City has published several pamphlets about the history and geography of the city, notably the pamphlet for its 250th anniversary. Every progressive library has made at least a general study of local industries on which to base its book purchases.

## CHAPTER III

### THE GEOGRAPHY OF LIBRARY WORK

**THE origin of the community.** The natural features of the land form the physical basis upon which each community develops. Some well-sheltered harbor, the confluence of two rivers, or a water-fall, closeness to a transportation route, either rail or water, or even some old trail, have occasioned the growth of nearly every large city and determined its industry. The water powers of New England have concentrated in those few states the bulk of the nation's textile industry and the manufacture of small wares and appliances. The area between Pittsburgh, Cleveland, and Buffalo is called "the workshop of the nation," for the ease of securing ores from across the Great Lakes and coal from the mines of Pennsylvania gives this section an unequaled combination for the making of iron and steel products. Cincinnati, St. Louis, Memphis, New Orleans, on great waterways, are essentially trading and distributing centers.

**Effect on type of population.** These physical bases of topography and transportation, familiar from schoolday geographies, affect in turn the very types of population in various cities, their interests, their attitudes and their library relations. Obviously there will be marked differences as to the amount and type of reading, and general response to library work in such a list of cities as San Diego, Washington, Youngstown, Albany, Bridgeport. These might be roughly noted as follows:

San Diego. Large tourist and leisure population; little manufacture; few foreign-born; climate encouraging and people appreciating in high degree all cultural influences, including books.

Washington. Heavy concentration of specialists in public affairs, economics and all the sciences; together with families. High degree of intelligence and consequent per capita reading, especially of non-fiction.



Youngstown. At least 75 per cent of foreign-born origin, attracted by unskilled manual industry. Small group of technically trained men and families, together with original families and business group. To build up either quantity or quality of reading presents problems. Emphasis on foreign, technical, business, women's club and children's work. Gary is a similar example.

Bridgeport (or any of a half dozen other New England manufacturing towns). Old manufacturing city, producing large variety of small metal tools and appliances (or textiles or iron goods, e. g. Worcester). Hence large proportion of skilled and semi-skilled workers, many of American origin. Consequent average interest in books of varied type, on which to build up further demand.

Albany. State capital, which, having most qualities peculiar to state capitals, including groups of state officials and clerks, has unusual nucleus of colonial families and consequent attitudes; average proportion of manufacture, more of trading and freight traffic. As important passenger junction, frequently visited by plays, lecturers, operas and other cultural events of note, tending to develop public interest and response to books.

**Change of population centers.** In large cities constant and rapid changes occur in the location of different foreign nationality sections. Residence neighborhoods give way to business or manufacturing with decrease or increase in real estate values and changes in the amount of patronage at branches and stations. In locating any buildings for library purposes, the past and present developments should be studied with a view to predicting the probable conditions ten or twenty years hence. Pottsville, Pa., determined the location of her library on the main street by careful studies of the number of passers-by—the method employed by the National Cigar Stores syndicate in locating its stores. Permanent provisions for branches should be made only for those portions of a city where stable conditions have been reached. The general conditions due to constant growth, the scattering of population, the development of outlying districts, the division of the city by natural and artificial features and the creation in separated localities of more or less distinctive neighborhoods—such conditions may warrant the establishment of the small library in temporary



quarters. The result should be the reaching of a greater percentage of the population, giving more convenient service to smaller groups and attaining a nearer approach to complete and adequate service. Indianapolis has sixteen branches, for example, compared with St. Louis with only eight. Indianapolis will always have smaller branches and more of them because of the many intersections of rivers, ravines, railroads and fast interurban electric lines having private rights-of-way. One "pie-shaped" section, with three thousand population, though within a half mile of a branch, is practically isolated from the branch and the rest of the city by these natural barriers.

**Transportation facilities.** Location close to street cars or bus lines is an important factor both in cities and in county and rural library work, for it affects not only patronage, but in the rural sections has a special influence on the delivery system that may be developed. These factors should be outlined on a map. Automobile parking congestion has become such a detriment in the neighborhood of some city buildings as to demand consideration in locating subsequent branches.

#### LOCATION OF BUILDING

(The rest of this chapter is condensed from a paper read at the A. L. A. Conference, April, 1923.)

There are difficulties in convincing library boards, appropriating bodies, real estate interests, city planning experts and architects that a public library building is a public service plant. Properly locating it for this purpose is as important as locating

**LIBRARY REFLECTS  
42D ST. AS CENTRE**

---

**More Business and More Students Result in 24% Increase in Use of Books.**

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**DEPRESSION, TOO, A FACTOR**

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**Director Anderson Says in His Report That Facilities Have Reached Limit.**

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The fact that the Forty-second Street neighborhood is rapidly becoming an uptown business and financial centre, Director Anderson of the New York Public Library points out in his annual report to the Board of Trustees, accounts in part for the library's busiest hours now being between 11:30 A. M. and 2:30 P. M. The increasing use of reference books and directories is also attributed to the same cause.

The marked increase in the use of the main reading room of the library, amounting to 24 per cent in the year, amounting to 24 per cent, is shown.

Fig. 2—Real Estate News. The library is as sensitive to the life about it as any other business.

a great bank, and need not entail the sacrifice either of economy or beauty in site, grounds or building; the convenience of users is as important as in a great office building; and the cost of reaching and serving the largest possible clientele with a commodity that has more civic value than anything handled in banks, stores, or offices furnishes a problem as interesting as any in a great department store. The taxpayers must pay over a long period of years the extra overhead costs, resulting from any lack of wisdom in deciding these things. In a few rare instances this has been recognized. The new Wilmington, Delaware, library occupies the most valuable site, commercially, in the city.

**Effect of location on operating cost.** If one library can lend 1,000,000 books per year at a unit cost of twelve cents per circulation, through a strategic location, while another library with equal zeal, every attention to method, and in a community of equal intelligence can do no better than a unit cost of fourteen cents, due to the handicap of a remote location, it is at least probable that the people of the second city are heavily taxed for a serious error in choosing their library site.

The late William H. Brett, in 1907, during a newspaper controversy in a mid-west city, wrote a letter of which the following are extracts:

"Our experience in Cleveland leaves no doubt in my mind that a good location is absolutely necessary to the success of the library work. The main library is situated on a side street out of the current of traffic, but not over five hundred feet from the busiest part of the city. It was formerly on the main street and was removed to this location six years ago, and there can be no question but that the change in location has been a great disadvantage to the library.

## CENTRAL SITE BEST FOR LIBRARY

The Advice of Librarian  
Brett, a Man of Large  
Experience

### WORK IN CLEVELAND

Change in Location of Main Library  
Had Effect on Its Use—Results at  
Two of the Branches.

Cleveland, O., June 17, 1907.  
Mr. F. A. Douglas, Editor of the Vin-  
dicator:  
Sir: On Monday morning, June 17, I  
called on Mr. W. H. Brett, librarian of

to the location and the library board have now secured a site at the busiest business center on the West Side and are planning to build a new building and remove the library.

These are marked instances, but our whole experience with our branches and sub-branches, of which we have 15, is in keeping with this. We have not in any important case been handicapped by the disadvantage of hill climbing, so that I cannot speak from experience as to this, but I would regard it as a decided disadvantage not alone for elderly people but for all who have to walk to reach it. I do regard the crossing of railroad tracks as decidedly objectionable. A library should not be placed where those visiting it, especially the children, have to cross tracks to reach it. When we were considering the location for

Fig. 3—Heading of important statement by the late W. H. Brett during a newspaper controversy in an Ohio city.

"At the Woodland branch there was an increase of 25 per cent, due to no other cause than better location; at West Side, in spite of a beautiful new building, there was a decrease of 35 per cent, from 140,000 to 100,000 circulation per year, for no other cause than a poor location. The experience in eighteen branches and sub-stations bore out the same observation.

*"We must remember that the purpose of the public library is to bring books within easy reach. We are ministering not only to those who appreciate books and will make sacrifices to obtain them, but to a much larger number who are indifferent and must be attracted, and it is certainly no less important that the masses of our citizens should be intelligent readers than that the children should be taught to read. So important do I consider a central location that I think you would be justified in paying any possible price for it.*

"I believe that convenient and adequate rooms in a business block centrally located, if such could be had, would be unquestionably much better for the work than the best planned and equipped building possible in an inconvenient location. It would certainly be better to take such quarters at least as a temporary expedient until the right location can be secured than to make an investment in building and land in an inconvenient location which will permanently lessen the usefulness of the library."

This and similar views from other librarians were characterized by the editor of the opposing newspaper as "the pork-chops-bargain-counter theory of library culture"!

**Los Angeles experience.** In May, 1914, the Los Angeles Public Library moved from rented quarters on the second floor of a department store building, located somewhat beyond the traffic center of the city, back to the corner of Fifth and Broadway, generally regarded as the best location for business, where it occupied the upper floors of the newly erected Metropolitan Building. The height of the library quarters from the street was overcome by special fast elevator service, and in several ways the use of the library by the public was made easier, especially by having many of the circulating books placed on open shelves within seventy-five feet of the loan desk, which was directly opposite and within twenty feet of the elevators. As a consequence of the combined influence of better location and more convenient planning, the book circulation increased 25 per cent. It was recognized that the location was the leading factor in this increase.



*Aerial photo, copyright by W. L. Cross, Los Angeles*

Fig. 4—Choosing a New Location. Since 1913 the Los Angeles Public Library, which has never had its own building, has occupied three floors of an office building at what is considered the busiest corner in the city, (a). The library officials, realizing the value of this location to them in effectiveness and economy, have attempted to find a location for a permanent building as close as possible. A few blocks away the land rises to the west and is crowned by imposing buildings quite appropriate as neighbors for a library, (b). This so-called “Civic Center,” however, does not give the advantage of good location from the point of view of usefulness, and some future student will perhaps determine whether the money invested in site and building brings as much book use as would a greater proportionate investment in a location which would have suited a department store or bank.

**Effect of moving one block.** In 1911 the New Haven Public Library moved into a new building only one block diagonally away from its old location, which was close to the post office and the city hall, and at the principal transfer point of the street railway and within a hundred feet of the busiest corner in the city. The present location is not over a thousand feet from the old, and in full view of it across the green. Notwithstanding this short distance and all the attractions and interior conveniences of the new building, the circulation at the main library showed a decrease of 3 per cent in adult fiction.



**A typical example.** In Youngstown the business section lies along a narrow river valley which results in a "one street town," that is, the important stores, banks and office buildings are on a single street. Ground values are high and as in most cities the wisdom of investing in a high-priced library location on the main street has not been realized.

Up to 1908 the library had occupied an old residence on the site which was then purchased by the county for a new courthouse building. This former location was one block south of the Public Square, which marks the intersection of the two main streets. The new building erected in 1908 is only three blocks north of this Square, but one must walk over a grade crossing, frequently obstructed, and up a steep hill into a neighborhood without any stores.

In 1908 the circulation was 102,656. Notwithstanding the beautiful, conveniently arranged and spacious new building, the circulation for 1909 dropped to 83,993, and did not reach its former level for four years. This decrease was accompanied by an increase in the operating expenses occasioned partly by the maintenance of the new building.

Beginning in 1916 various expedients were adopted for making books more convenient to the main street traffic. For one year a large circulation was secured from two double-faced bookcases in the lobby of an arcade running between the two main streets. There was no expense for rental. Owing to the ill-health of the attendant it then became necessary to shelve the books in a room opening on this arcade, rented at fifty dollars per month. The circulation showed a slight decrease because the books were no longer directly under the eye of the passers-by. At the end of the second year the city council erected some temporary sheet metal waiting rooms on the Public Square, and the library obtained permission to use a space twenty feet square in one of them. Immediately a large increase in circulation resulted, for the location was ideal as far as reaching the crowd was concerned. At the end of the fifth year the city



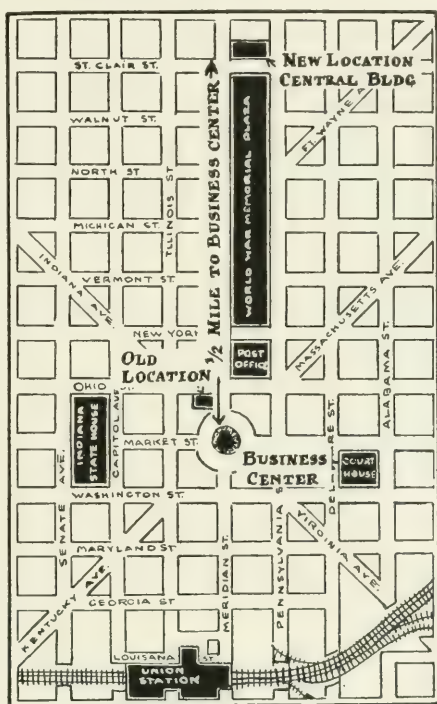


Figs. 5 and 6—What four blocks mean to Library service. The history of the selection of a poor site (a), difficult to reach, and later steps taken to provide a partial substitute in a good location (b) are described in the text. The building below, located at (c), is the result.



council removed these buildings, but consented to let the library retain a thirty-foot section, moving it back onto the parking of the Public Square. Three years later, 1922, in a “clean up” campaign, this temporary building was removed altogether. The circulation of books during the last twelve months at this

Fig. 7.—Moving away from an ideal location. The new Indianapolis central building is located one half mile from the business center where the old building stood. Four years elapsed before circulation of books from central building reached its old level. The razing of all buildings in the five-block space to be converted into a war memorial plaza brings the building psychologically closer to the heart of the city. Business branch maintained at old location is partial substitute for central library; but no small branch can take the place of central library in reference and other specialized service, and present circulation would doubtless be much greater if new building had been placed at old location. Detroit has had a similar experience.



point was 68,111 as compared with an adult circulation of 153,405 at the central library building three blocks distant. The registration and the class of books circulated (including business and foreign books) showed that a large portion of the patronage would not otherwise have been obtained at the main library. This is further shown by the decrease in registration during the three-month period directly following the closing of the branch as compared with the combined figures at the central and branch for one year previous.

A year after the "tin library" had been removed, it was estimated that a new building at this same location would secure an additional annual circulation of 100,000 books, at an added operating expense of \$3,000 per year, or three cents per circulation. Incorporating cost and circulation into the totals for the whole system, the fourteen-cent unit cost which held for the whole system would be cut to about eleven cents. This was a striking example of the effect of location on operating costs and helped induce the trustees to secure state legislation and a city resolution providing that a new building would be erected on the Public Square. This building was opened December 8, 1923. Some of the problems of publicity and public opinion involved in the project are discussed in Chapters 29, 30, and the Appendix.

**Providence.** An interesting account of a shift in business and traffic and its effect upon the library is furnished by W. E. Foster, librarian of the Providence Public Library. The new entrance referred to is at sidewalk level, and provided with bulletin boards and display cases, an ideal approach and invitation. This is in happy contrast to the 150-foot journey which every borrower must make from the sidewalk to the loan desk of a recent million-dollar building in a western city. Successful planning for accessibility according to the actual needs of those who can be attracted to the building goes back forty years.

"From 1885 to 1895 the canvassing of available locations went on with earnestness. Several other locations were seriously thought of. After the present building had been occupied, in 1900, the future of the locality became somewhat problematical; we could not be absolutely sure that we had chosen wisely. All that part of the city was in a transition stage, between a residence section and a conjectural condition. It might turn out to be slums; or it might turn out to be a high-class business locality.

"Most fortunately, the decided change was brought about with the cutting through of Empire Street in or about 1913. Most fortunately, also, our Finance Committee had the sagacity (in 1913) to acquire the strip of land along Empire Street, which we lacked.

"Since that time, there have been erected three buildings in our immediate vicinity, which stand, in each case, for the expenditure of so large a sum of money that they practically assure the

future of the locality. Among these is the Majestic Theatre. (A good test for a library location is the certainty that a theater would prosper there! J. L. W.)

"Empire Street is one of the widest streets in the city, and has been needed for years as a cross-town street. One of the first results of cutting it through was the re-location of various lines of street railways, so as to carry them past the corner of Washington and Empire, enormously increasing the accessibility of our building to readers from various parts of the city.

"There are two principal jewelry manufacturing centers in Providence. Anyone who stands on Empire Street, near what will be the entrance to the Industrial Library, between the hours of 12 and 1, or between the hours of 6 and 7 P. M., will be impressed by the tide of men and women sweeping past, in each direction. The Empire Street entrance (of the new addition) is ideally placed for 'tapping' the lines of traffic and crowds of foot passengers."

**Location of building on lot.** The importance of erecting the building flush with the sidewalk and of having the main entrance level with the sidewalk has not received adequate attention; discussion must be omitted here for lack of space.



## CHAPTER IV

### THE COMMUNITY MIND

**P**ROGRESSIVENESS. The impressions received by the casual visitor in various cities of the same size are oftentimes a measure of the state of mind of the community. While the business section of a city, especially near the railroad station, is often misleading, an hour's walk will give some idea as to the following questions: Is the town growing, standing still, or decreasing in population and in its industries and business? Are there new buildings in the downtown section, and are many new houses, schools, and churches being erected? A feeling of depression, unconscious perhaps, exists in the minds of the people in a town which is no longer growing, and in turn affects such things as community expenditures, the ambition for better appearances, and, naturally enough, the type of reading. A general apathy tends to break down individual ambition, and even if an apathetic town adequately supports a library, the use of books of all sorts will be less.

**A single dominating influence.** Is the town dependent upon one industry or one company? A few years ago the town of Endicott, New York, the home of three thousand people, was almost entirely dependent upon one concern. The gigantic chimney towering into the sky stood out, as someone has said, like a finger calling the people to work and reminding them of the fact that for twenty-four hours of the day their lives were guided by the policies of the corporation. Whether their personal response to this influence was cordial or perfunctory could only be answered by one who lived among them and knew their changing moods in good times and bad. The amount and quality of reading for pastime or self-education would show fluctuations corresponding to the changes in the company's welfare.

It is not uncommon for such a state of affairs to continue for decades if no outside influence breaks through to change it. In



this case, however, the librarian states that a very rapid influx of people from small semi-rural places in Pennsylvania and New York, multiplying the population almost seven times, has completely changed the color of the picture. "This concern has shown a steady increase in business, with consequent increase in employment, short hours, encouragement of home building. Non-fiction use with adults is about 17,000 volumes out of nearly 50,000 yearly adult total, with a great deal of emphasis on practical subjects and games, sports and party books, and some amateur nature study—the sort of books householding families with a fair standard of living would be interested in. The general note of contentment does not make for large circulation of poetry, drama, and the newer intellectual movement, but rather for substantial homely inquiries."

**Factors often overlooked.** In Milwaukee twenty-three agencies offer educational courses to men, women and young people who are working. An inventory showed that over 39,000 were enrolled in such courses. "We are trying to organize so as to bring all these groups into contact with the library through, first, contact with instructors; second, talks to the groups; third, deposits of books; fourth, lists of books; fifth, organized visits to the libraries." The head of the "Library Service in Adult Education" department went to the local federated trades council, presented the purpose of the library, convinced them of the practical character of its efforts and got credentials which admit her to the meetings of the various local unions. "We then had printed lists made on the various trades and are using these and other lists in the visits to the unions themselves." This is an instance of seizing an opportunity to co-operate with a very important factor in the community mind (Chapter 8, p. 68). Similar work is being done in Detroit, Chicago, Cleveland, Buffalo, and other cities.

**Individual standards.** Other interesting questions occur in visiting any new city or town. Is it a good show town? Theater managers, for example, find that an expensive production, with fine music and a pleasing show, may come into one city and fall

flat though it has gone well and made a big profit in other cities of the same size. What is the reason? In one city a large proportion of the foreign-born read the English-print newspapers, while in others they do not. What is the proportion of home owners? What percentage of the total population are the school children, both those who are within the compulsory age limit and those who continue in school after they have passed it? What are the bank deposits per capita? Such elementary factors as these, the answers to which can be found by going to the persons most concerned, will give a hasty idea of the general attitude of the community. In smaller towns and villages another factor becomes more important, namely, the presence of some one or few leaders of community thought, whose vision guides the rest of the people into community activities of all good sorts, civic improvements, public entertainments, lectures, etc. It is for this reason that, throughout the country, towns of about the same population which to all appearances seem to be subject to nearly the same conditions, offer striking contrasts as to the abundance of life, the ideals and subjects which interest the majority of people. As Miss Byington says, in her *What social workers should know about their own communities*:

"The worker in a certain Pennsylvania town, for instance, may have to reckon with the thrift and conservatism of its Pennsylvania Dutch founders, while the secretary of a charity organization society in a 'boom' town may find that his chief function is to insure a sanely slow development of its social activities. Even in New York City, light was thrown on the specific problems of a certain section—its industries, housing, and racial mixtures—by a study of the successive stages of development by which the farms upon the left bank of the Hudson had been replaced by a crowded tenement district. Therefore, social workers, especially if newcomers in a town, should learn about the early inhabitants and about the industries which formed its nucleus. Local history and biography may be available in print; the oldest inhabitant may throw more light than he perhaps realizes on the means which must be used to insure a sound social development.

1. When and under what circumstances was the town founded?
2. What is its present population? Population by decades for the last fifty years.

3. Who were the original settlers? Present population by nationalities.
4. What have been the significant factors in its political, industrial and social development?"

**Effect of nearby communities.** The influence of neighboring large or small communities is a factor in local library work. Newark, for instance, finds the proximity to New York a great handicap in developing certain community activities. Few librarians would have had the vision and perseverance to create

Fig. 8 — A commuting town. Wellington, Ohio, 38 miles from Cleveland. 456 families, all influenced by Cleveland as to their reading, buying and living habits. Illustration through courtesy *Cleveland Plain Dealer*, Advertising Department, which has issued a printed summary of its studies of the various communities within 50 miles of Cleveland. Many other newspapers have prepared similar studies of great value to the librarian wishing to make community surveys.



so close to New York a museum and library reference departments which give such intensive service in the specialized fields of business, applied design, etc. Small towns close to a large city feel this handicap even more; sometimes nine-tenths of the male residents of such towns are employed in the city. Their dependence on it for serious books of study often results in the residents getting practically no local service beyond juvenile works and the ephemeral fiction of the day. Proximity to other cities affects the quality of library service expected by patrons, varying with their familiarity with other libraries. Youngstown with 142,000 people, and seventy-five miles from both Cleveland and Pittsburgh, has many citizens who have come from one or the other, possibly because of their connection with the steel industry or with some other business background. Several local concerns have office connections in one or both cities. Newspapers from both have a large morning circulation in Youngstown with some consequent shopping. The result is a considerable unconscious alien interest among certain circles,

which takes several years to break down. Similar effects of out-of-town papers are felt in other cities. A reference librarian coming from Des Moines sees many contrasts in Youngstown. Des Moines is a state capital, a city of historic memories; it has many art interests; its prominence in a large territory without rival or overshadowing cities makes it the intellectual and trading center for all this area and brings it literary, dramatic, and musical events which Youngstown can seldom secure because of its poorer location with regard to railroads and the lure of its two great neighbors.

## CHAPTER V

### RACIAL GROUPS

**A**TTITUDE of library workers to foreign-born. In communities with considerable populations of foreign-born, or other special classes, a closer understanding of them makes for better library service. This acquaintance must be made both through personal visits and the study of printed matter. Librarians overlook the fact that in most of the old-world countries the people were not accustomed to getting free public library service. Considerable time and education is required for the foreign-born to grasp the American idea of receiving this without personal obligation. Various types of hysteria suggested by the phrases "Americanization" and "America first," which assume that the native-born is superior to the foreign-born, and that the latter must be uplifted and Americanized overnight by learning the English language, are not appropriate for the library worker, the object of whose studies, observation and service is to be more useful to every part of the population, in the belief that one portion is just as good as another and just as deserving.

Experience has shown too many cases of high-quality reading and notable achievement among all the races and nationalities, to permit any vestige of intolerance or feeling of superiority in the mind of a true librarian. Fortunately, the foreign-born people realize the distinction between the attitude of librarians and that of certain social workers and religious enthusiasts. "Observation, good judgment and sympathetic friendliness are essential," says a prominent worker in this field. "Most people wishing to become acquainted with a given group want acquaintance served to them on a platter ready to absorb, and are not ready to work for it and build it up gradually. I have no method except that I always put the foreign people first; if I have to choose between a symphony concert



and a Slovenian concert, I take the Slovenian, and if between going to my own church on Sunday morning and to a Slovak banquet in the evening, I go to the latter. I find census figures most interesting for comparison after I have made my own observation, rather than as preliminary value, but of course that is my personal method."

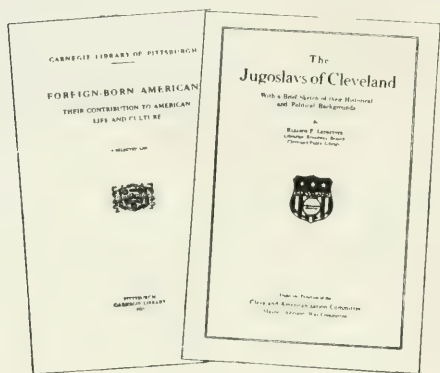


Fig. 9—Two inspiring examples of the efforts which libraries are making to become better acquainted with their foreign-born constituents as a basis for rendering interested effective book service.

### European backgrounds.

It is especially appropriate that librarians should understand the cultural backgrounds of the different nationalities, the economic

conditions and the home life of the people in Europe, and the contributions which each race is making to American life. An interesting bibliography on this subject is published by the Carnegie Library of Pittsburgh. This information is particularly necessary in branch libraries where a given nationality predominates. The references listed in the bibliography are only a selection from a great quantity of material, very little of which, however, is to the point. One is impressed with the large proportion of generalities in the literature on this subject. The articles edited by Mrs. Ledbetter in the *Library Journal* are the most valuable contributions. From one of these the following extract illustrates a general method for studying all foreign groups:

"The average Polish immigrant is timid and shy. In the Old World he occupied an inferior position and was always made to feel his inferiority; he never traveled and he knew little except his immediate surroundings. The enormous wrench of coming to America temporarily exhausts his initiative and demands the

relaxation of settling down in the Polish colony where he seeks to have things as much like home as possible. From this relaxation he emerges slowly to an acquaintance with American institutions. Shyness and humility are qualities which have in them elements of loveliness; masked by a protective covering of apparent indifference or hostility, they fail of their true appraisal. The librarian must see through the mask and provide ease for the shyness, equality for the humility. Acquaintance must be initiated along lines of natural contact. The librarian should absorb all she can from every Pole whom she meets, asking questions like an interested friend, not as a professional investigator. A walk through the district is always illuminating to a good observer, and one can drop into a corner grocery to inquire one's way, and linger to converse a while, extending an invitation to the library as a return courtesy. Such informal excursions are absolutely essential to a visualization of neighborhood conditions as related to the possible use of books and the library, and they should form a part of the librarian's regular routine."

**Nationalities.** Information applying to the local population as to the number of persons born in specified foreign countries, or whose parents were born there, can be secured from census reports. However, these statistics are somewhat inadequate for libraries because the political boundaries in Europe do not correspond with the language groups which read library books in this country; e. g., Hungarian to librarians means books in the Hungarian language, but the census figures include as Hungarian only those coming from Hungary and furnish no means of estimating the additional number who read and speak Hungarian, but were born in Austria and the present Czecho-Slovakia. Confusion generally arises in figures concerning Slovaks and Bohemians, the present Czecho-Slovakia being made up of both racial groups reading two different languages. Bohemian books are advertised and sold in this country ostensibly for Slovaks, much to the disgust of real Slovak people. In some cities, e. g., Cleveland, more detailed information is in

definite printed form. *A census of nationalities represented in the Cleveland public schools*, published by the Cleveland Board of Education, November 1922, gives not only the number and percentage by nationality, but locates them by school. In Cleveland we find also the series of pamphlets on the different nationalities, published by the Cleveland Americanization Bureau. These latter pamphlets are models for the type of study which librarians should make. The distinction between nationalities and language groups is shown also in a valuable booklet, *The foreign language market in America*, which gives many tables of foreign birth and parentage by specified large cities, the occupations and geographical distribution of the larger foreign-born groups, the names and addresses of the foreign press publications, and considerable text concerning the characteristics of the foreign people themselves.

**Local distribution.** To make a population map to show the nationality distribution, one would first attempt to secure the information through the schools. Many school census reports, sometimes taken annually, give the nationality of the parents, and if one has time for nothing more, the resulting figures can be tabulated by streets, precincts, or districts, so as to bring out the general facts sufficiently.

**Foreign organizations.** The librarian should be acquainted with the existence of all the foreign organizations, social, fraternal, and educational. This he can do by getting in touch with some of the leaders, especially the clergy, of each nationality, and following up each suggestion. If there are local foreign newspapers, probably they cover most of these organizations. It is especially true of all information about foreign-born people, that it is much more valuable when secured through personal interviews and acquaintances than by sitting at a desk and collecting statistics, by telephoning, or other indirect ways. It is the acquaintance which is valuable rather than the mere information, unless the information is to be definitely followed up with personal visits, talks at foreign organization meetings, book lists and newspaper articles and other forms of publicity.

## CHAPTER VI

### THE VOCATIONS OF A COMMUNITY

**T**YPES of industries affect population. We have already seen that the type of industry around which a community has grown up determines to a large degree the actual character of the population. Such cities as Akron (rubber), Grand Rapids (furniture), Troy (laundry material), have a community interest in a single business which permeates the thought and life of every resident because everyone is more or less dependent upon this one industry; accordingly the whole community shares the prosperity or depression of the industry.

Youngstown, Gary, Pittsburgh, Homestead are distinctly steel cities. Steel-making is an industry which calls for manual labor, for strong muscles, brawn, and less for skill either of the hand or the brain. It draws hordes of men who are satisfied to make a living by the mere strength of their bodies, and to live on cheap food in cheap quarters with cheap and sordid diversions. In such cities the number of brain workers is very small as compared with the total population, and on the streets the faces of the ignorant, the unambitious, those whose inner light burns low, challenge the observer.

In contrast to such cities are Cleveland and Buffalo, where are scores of different lines of skilled manufacture and business; or Providence, Schenectady, Springfield, Bridgeport, and similar manufacturing cities in New England and New York, where a variety of textiles and of small metal and wooden wares are produced, requiring considerable training and experience, a close application of the mind to what the hands are doing, and which in turn develop a considerable pride in the skill and traditions of the craft. The mental outlook of such cities is greatly broadened and business depressions in any one line are less generally felt.





*Cover design by Herbert Paus. Courtesy of Collier's Weekly*

Fig. 10—The Steel Worker. An industry in which the majority are employed for their manual strength. Many, especially foremen, have become expert in their special line by mere experience, e.g., knowing the proper condition of the hot metal as it goes through the various processes. In many departments of steel works there are idle intervals. What has been done with the steel worker's extra hours since the eight-hour day became effective? Probably no librarian knows. The present scale of organizing and financing library service has permitted no plowing of these fertile fields of human nature.

Looking at the interesting example of Providence a little more closely, we find three skilled industries, all employing a much higher type of labor than do steel industries. They are:



manufacture of textiles; jewelry and silversmithing; and machine-shop work. In each of these Providence is either the leading city or close to it. Thousands of men and women are engaged in, or dependent upon, the enterprises. Such economic factors as shortage or overproduction of cotton crops in the South, affecting the demand for textile goods; the general prosperity throughout the country, affecting very markedly the demand for such luxuries as jewelry and precious metal wares; and wholesale expansion, involving repairs and equipment for the railroads, influencing the demand for machine-shop equipment all over the country—these are most often reflected only in the welfare of the respective dependent industry. It may happen, therefore, that a city like Providence, while depressed in one industry, is running close to normal in the other two, whereas in one-industry cities everything is up or down. A step further and we find that, still contrasted with a steel city, in Providence the use of the library is an important contribution to the welfare and progress of the companies and employees engaged in each of the three industries. The development and design of machine tools and the training of skilful machinists calls for constant study and research. The other two industries are both closely allied with art. Consequently, even on "company time," employees in large numbers can be found at work on new designs and patterns for both textiles and jewelry, drawn from the wealth of library books that have been collected for this very type of demand. In Grand Rapids a similar combination of art and industry in the furniture and cabinet-making trades calls for a very different emphasis in the library collection. Industrial concerns not only willingly pay taxes toward such service, but in Providence they have contributed expensive files of patent records on which their employees constantly draw.

San Diego and Miami are examples of cities where industry is little thought of. Consequently a different spirit, exclusively commercial, exists among the comparatively small proportion of people who work at all. The large majority are placid, well-dressed persons, with contented faces, whose chief business is to enjoy life.

The contrast to industrial towns is less marked in such cities as Des Moines, Little Rock, Syracuse, Indianapolis, and Rutland, which present a combination of manufacture and trade. These are visited by residents of a large surrounding rural area, not only for their monthly shopping trips but for marketing their produce from day to day, and for transacting their financial affairs.

**Certain types of vocation.** The effect of the vocations of different people upon their attitude toward books, kinds of books used, and the efforts that must be made to interest them in books, is a new subject which has had little attention. The following notes, gathered on observational visits, are included more by way of suggestion than for any intrinsic worth:

Railroad workers. If yard men, they are in constant contact with travelers and other railway men. More interested in news and what is going on, with broader vision than inside workers. Railroad shop men (unless employed on car repairs) are inside for practically full-work period, yet their trade implies considerable responsibility as compared with machine-shop work in other industries, for railroad rules are based on safety and are more strict as to the quality of output and conditions under which work is done. Both inside and outside workers are almost completely unionized. Recognition given to employees varies widely among railroad companies, with considerable difference in the encouragement of initiative. In several cases, railroad employees' magazines carry book reviews, e. g., the Erie Railway Magazine. Railroad men have time to read and a large proportion of them are home owners, interested in gardening, hobbies, and subjects of a conservative type.

Machinists. Largely unionized. Working conditions partially standardized. Increasing use of automatic machinery has increased the proportion of men who are content to perform the same operation day after day, few of whom are able to resist the benumbing mental effect. The operator of large machine tools, like lathes, planers, etc., especially in a small machine-shop handling a miscellaneous type of work, is not subjected to the same type of monotony as in a large shop where only one line of orders is handled from month to month. As practically all machinists are working an eight-hour day, there is plenty of time for reading and recreation. Interest of employers in constructive use of leisure time has taken various turns, from the paternalistic methods that flourished in the Ford plant about

1914-15 down to classes during the working day on paid time. Intensive man-to-man work by libraries to interest machine-shop employees in books is as yet practically unknown.



*Photographed by Lewis W. Hine; reproduced by courtesy of the Survey Graphic*

Fig. 11—Gem cutter in the New York jewelry trade. A college graduate who finds joy in working with her hands. She and her father trained in the traditions of a skilled craft allied with the fine arts. Interested in all types of designs and decoration. Many cities have workers of this type engaged in minor trades, unknown to the librarian. Very little library publicity penetrates to a bench like this.

Automobile repair men. Compelled to know a variety of mechanical operations, including electrical; develop a considerable degree of initiative. Have great opportunity to see and meet people of all sorts and develop varied interests and opinions.

Receptive to technical reading, especially books, because books on this subject have been carefully arranged and it is generally easy to find a specific topic. Publicity about automobile literature, especially on repairing and wiring, is very fruitful. Men do considerable reading on their own time.

The farmer. His own executive, financier, laborer, chemist, mechanic, veterinarian. His interests are diverse and compelling, and his viewpoint is affected by his daily problems of making a living. He is inclined to take a "practical," hard-headed attitude on such things as books and libraries, often believing that book knowledge is useless; though a decade of activity by federal and state departments and the farm bureau agents has considerably



Fig. 12

changed this. If at the right moment, the farmer can be given a book, chapter, or page, which tells him exactly how to do what he has to do, e. g., to build a concrete watering trough, to take apart the engine of his tractor, to plan a new crop rotation, he realizes that there is some value in books. The town and village librarian and the county branch custodian have the best opportunities to know the plans of the individual farmers and to secure the books they need.

Building trades. In carpentry and sheet-metal work, constant variety of problems develops high degree of resourcefulness and creates feeling of assurance and pride. The man who thoroughly understands the steel square is held in considerable esteem by his associates. Contrast between two types of workers, some believing that skill can be gained only by the "cut and try" method, others using books extensively and understanding the reasons



for their methods as well as the different ways in which a given piece of work can be done. In each trade there are different gradations in the skill required, e. g., among carpenters rough framing versus cabinet work, so that a man proficient in one may know little of another. Lack of up-to-date, thoroughly prepared literature tends to discount library service on the building trades. Books by Fred T. Hodgson are best known. His *Steel square* has been a standard work for the past generation. Reputation gained thereby encouraged him to issue books on subjects as diverse as mechanical drawing and stone masonry, which are meager in text, illustrated with antique wood cuts. Half of the masonry book copied verbatim from an old English book and tending to discredit all books on the subject. In suggesting books to present day workers, one must be acquainted with both trades and books, or else expect the men to be scornful of library service.

**How to find out about industries.** That volume of the U. S. Census reports devoted to industries by cities and towns will be a good beginning for statistics. This should be supplemented by inquiries at the local chamber of commerce or from other business bodies, or direct from the important industries themselves. The investment, amount of business, number of employees, value of manufactured products should be known and tabulated for the important local companies, if only for reference use. The best way to find out about industries, however, is to take a half day off and visit one or two plants, going through the different departments.

**Working conditions.** Marked differences are seen in different cities as to the strength of organized labor, and especially its leadership, whether radical or conservative, whether arbitrary or inclined to take counsel with the other organizations and business groups of the city. Some cities are almost free from labor unionism in certain manufacturing industries, although the building trades and certain other occupations may be completely organized. In other cities the entire skilled portion of the working population is strongly organized and in a few cases to such an extent that the antagonism between owners and employees is at fever heat. Such circumstances considerably influence the methods of the library in carrying on publicity work.



**Morale of working class.** The circumstances mentioned above also affect the degree of ambition and even the living conditions of the working people. In some communities the subservience of employees and the success of manufacturers in keeping out unionism have resulted in an obvious feeling of depression, which is observable in living conditions, the appearance of the houses, grounds, etc. Anyone visiting different industrial towns will have noted marked contrasts in these respects.

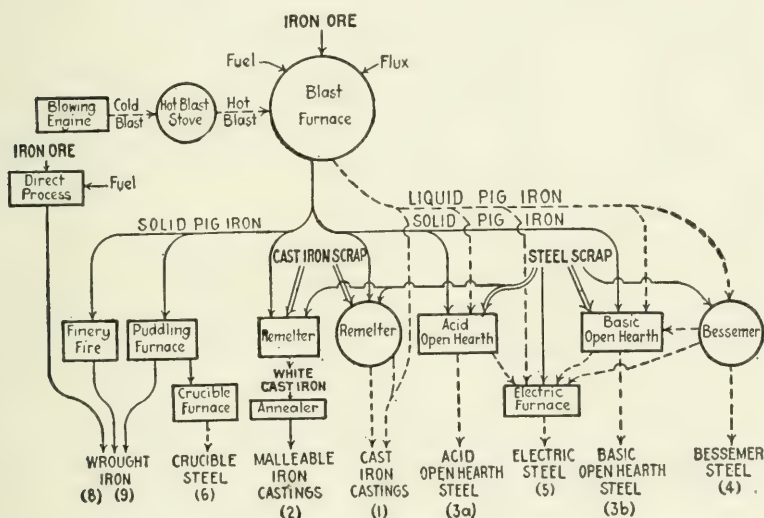
**The human element.** The librarian never understands why so large a proportion of the population continues indifferent to the power and the pleasure of good books. The subject is too large to master even in a lifetime; but the fact must not be lost sight of that there is a large percentage whose indifference is too deeply grounded in their very character and upbringing ever to be overcome. There are many who have no ambition, whose point of view is entirely sordid and physical; a considerable proportion of employees in certain industries give little real thought to their work, or to any constructive purpose outside of it. As Henry Ford says, "To some types of mind, thought is absolutely appalling. To them the ideal job is one where the creative instinct need not be expressed. The jobs where it is necessary to put in mind as well as muscle have very few takers—we always need men who like a job because it is difficult. The average worker, I am sorry to say, wants a job in which he does not have to put forth much physical exertion—above all, he wants a job in which he does not have to think. Those who have what might be called the creative type of mind and who thoroughly abhor monotony are apt to imagine that all other minds are similarly restless." (*My life and work*, p. 103.) The same thought is explained in much detail in Pound's *The iron man in industry*, and the facts apply in many other industries.

**Employers' associations.** In a corresponding way, the activities and power of such organizations as chambers of commerce, manufacturers' associations, builders' exchanges, etc., show important differences. The librarian should understand

what the policies and problems are in each case. In some cities where strained relations exist between employers and employees, the librarian's approach to either side, although with the best intentions, is looked upon as an affront to the other side. As in religious affairs, the library's attitude can best be understood when it renders or offers service simultaneously to both sides.

## A PREDOMINATING VOCATION

When a single industry engages the attention of the majority of the population, the librarian should acquaint himself with it in order to give intelligent service.



From Bradley Sloughton's *Metallurgy of iron and steel*. Courtesy of McGraw-Hill Co.

Fig. 13—A bird's-eye view of America's greatest industry showing the chief processes and departments, from the raw material to the finished product. To outline an industry in this way is a short cut to an understanding of it.

**Literature on the subject.** While first-hand information must be had by visits to shops and factories, these are not effective unless prefaced by a study of the industry as a whole. A person unacquainted with the industry is lost in a great plant; the things he sees are unrelated unless he has first gained from

some popular magazine article or brief pamphlet a general idea of the important processes.

Taking the steel industry as an example, there are many such general statements available. After these, take up such a report as that of the U. S. Commissioner of Labor on *Conditions of employment in the iron and steel industries*, which introduces the human element and explains the kind of work performed by the different groups of men throughout the various proceedings. In several industries one finds some book or pamphlet to correspond to John Fitch's *The steel worker*, which discusses the social and economic conditions among the army of unskilled employees. Fortunately for library workers, the steel industry and others have been made the subject of books describing, either in popular essay or novel form, the points of view, difficulties, prejudices, and problems of employees. *The iron man in industry* is a good example, devoted to conditions in the machine-shop trades, especially with automatic machinery, but applicable also in many other lines.

**Personal visits.** Book acquaintance with an industry has little value except to preface personal observation. This should start with the "overhead" as a whole, its organization and the work done in the central offices. Make a diagram showing the divisions of the industry and their relationships. Major divisions of the industry in its technical processes will be reflected in various divisions of the overhead organizations. But one should be acquainted at first hand with the variety of miscellaneous occupations, mostly of a clerical sort, which go with any such "overhead"—cost keeping, accounting, auditing, stenography, advertising, sales, shipping, credits, engineering, drafting. These are preliminary to a study of the works, where one becomes acquainted with the superintendent and foremen and the various subsidiary trades and shops. Machinery and equipment must be installed and kept in repair, involving some of the building trades; millwrighting and different power processes—steam, electric, gas; and, finally, welding, machine-shop, and metal-working trades of many sorts.

At last one turns to the great mass of employees who make up the vital part of the industry itself. In the steel industry their work begins with the unloading of the raw materials, ore, limestone, coal, etc. It extends through all the different plants and departments, presenting great contrast in amount of skill and attention required, frequency of intermissions for rest, manual dexterity, physical strength. Among other things, one may study in visiting these plants the types, nationalities, mentalities, wages, outside interests, time available for reading (between heats and processes of work), welfare work of various types, amount of special class-work carried on by the company, various forms of training and rewards for progress and efficiency.

**Further study.** Having thus had a bird's-eye view through a brief printed study, and followed this with visits for direct observation, one can better understand the inquiries at the library from employees who wish literature on their work and whose requests are generally met in a vague and perfunctory way. The familiarity with the subject has now become sufficient so that one understands the details of the processes and can keep in touch with the leading trade magazine. He will know the one or two outstanding books and can realize the gaps and shortcomings in the literature, e. g., in the steel industries the lack of books on by-products and mechanical treatment of finished steel. One is handicapped by finding little on many subjects either in book or magazine form; for example, on the lumber and mill-working trades there is no good, general, American book. Though every town of any size has a woodworking mill, few libraries have ever noticed this omission in their book collections.

The men work at a roll of steel which keeps moving at a uniform rate of speed. Behind them is the furnace where the billets of steel are kept hot. The heater draws out a billet from the furnace, passes it to the roller, who with a pair of tongs skillfully inserts it in the roller. It passes under the cylinder and, somewhat flattened out, is caught when it emerges by the catcher, who stands facing the roller. With his pair of tongs he lifts the steel over the roller. The roller catches it once more, inserts it again into the machine and repeats the process until the billet has been rolled out to the proper length and thickness. The sheets are then thrown on the floor, where the matcher prepares them for the shearing machine. All this is hot work and quick work. After ten minutes of rolling the men rest and spell hands take their places. Sometimes they choose to work for half an hour at a stretch and spell for half an hour. They make their own arrangements on this. The time they spell they spend in gossiping, in playing cards or checkers, or in smoking. "Pretty hot work," the writer remarked to one of the heaters who was resting while his spell hand was on the job. "Oh, I don't know," he said. "I've been on this job for twenty years. You don't mind the heat after you get used to it."

Where Men Want Twelve Hours.

Fig. 14



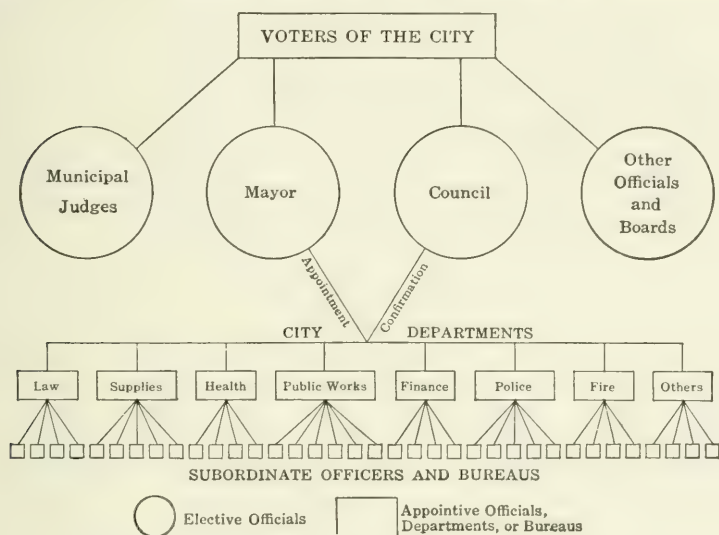
## CHAPTER VII

### LOCAL GOVERNMENT AS AFFECTING THE LIBRARY

**R**ELATIONS with city officials and politicians. As the welfare of the library depends on its treatment by city officials, especially members of the council and the financial department, the librarian has more than theoretical interest in these men and their work. Several librarians state that there are many occasions when personal work with the proper official is more effective in securing action on financial measures than a great amount of newspaper or other publicity would be. Too much talking may have unfortunate results. There are instances in city, county, and state library work where librarians have been able to secure what they desired almost entirely by personal acquaintance with the right public official. One state librarian had desired legislation prepared, and personally took it up with members of the committees from the two houses, secured their approval to a favorable report, and every section was enacted with few dissenting votes; no publicity whatever was carried on in the capital or any town or city. The same type of personal work is possible in small towns, as well as large cities, but the chief factor is the degree of friendship and respect which exists. Cordial relationships have enabled city librarians to secure "transfers" from municipal court funds, which would have been impossible otherwise. Know the political history and affiliation of each member of the city government, his party, religion, business, and, most of all, the personal circle or clique to which he belongs. Oftentimes when it is thought that a committee has been "lined up" on a measure, personal enmity, jealousy, and opposition of a member who has no valid argument may knock the whole thing over. In one state a bill which had been favorably reported by the senate committee was killed by the committee of the house because in the hearings a "lobbyist" made some logical remarks which

were opposed to the interests of a committeeman's family. He succeeded in preventing any report from his committee.

**Types of city government.** Personal factors cannot be understood without knowing the organization of the city government itself. Librarians have varying views as to the compara-

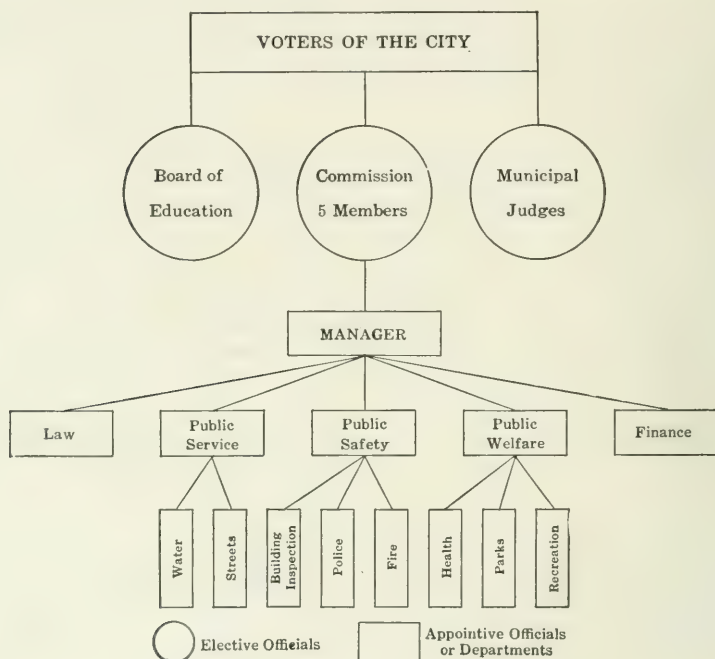


From H. C. Hill, *Community life and civic problems*. Courtesy of Ginn & Co.

Fig. 15—Council form of government, showing relationship between Mayor, Council and City Departments. The relations between the library and each of these departments largely affect the quantity and quality of library service given and the strength of support which the city administration will give the library when it needs help.

tive value of the council and the city-manager form of government as affecting library interests. One librarian reports that with a city-manager form of government, the library's affairs fall directly within the hands of one man and there is no difficulty in convincing this one person of his points. In a city with a dozen councilmen to contend with, influenced by ward or precinct interests, he believes that it is impossible to get favorable action on important projects. The city-manager form of government probably tends to simplify library relationships with the city. In the council form, the librarian can often make headway

by finding out what the councilmen's personal interests are, outside of municipal affairs; or by producing at the right moment printed matter covering some topic under discussion in a council meeting. Several librarians regularly attend meetings of the city council, as members of the city government, and



*H. C. Hill, Community life and civic problems. Courtesy of Ginn & Co.*

Fig. 16—Commission form. Increasingly followed by American cities. The functions and powers of the officials are much different from those in the Council form of government.

have a clear understanding of the work going on, the arguments on each side, and the personal reasons back of each argument. Although the better policy is not to participate in these affairs, knowledge of them is of the greatest aid when library matters are considered.

**Budget procedure.** One may well be surprised at the number of librarians, even in good-sized cities, who have little

knowledge of their budgets or where their money comes from; most of all concerning the various steps that are taken each year in preparing the library budget, the city budget, and getting the actual appropriations and payments. Although this question runs into the subject of library administration, it may be appropriate here to suggest that every librarian should have a definite budget for the forthcoming year, itemized as to—salary, books, binding, magazines, light, heat, water, telephone, printing and postage, furniture equipment, repairs, etc. The usual procedure after the librarian or library board has prepared the budget is to submit it to the city council at the season when the city budget is being prepared. In several cities in different states the library board not only makes its budget but sets the levy.

In Ohio, perhaps elsewhere, there are three forms of library organization—one in which the library is a regular part of the city government; another in which it is a subdivision of the school organization but with a separate library board; another in which the whole library organization is carried on by the board of education (in small cities and towns, where, in practically every case, the library's interests have been almost stifled). The procedure on the library budget after it reaches the council is somewhat the same everywhere; it is included along with similar schedules from other city departments or commissions, discussed, cut down, and finally "reported out" by the council finance committee and passed on to the county budget commission, which in turn considers it along with the school budget and all others for the city or town in question, and for all towns and cities in the county. In practically every state the action of the county budget commission is final. The various levels for respective tax distributions are fixed by this body, subject to state tax regulations. In the New England states, the county is an unimportant unit except for judicial matters, and fiscal affairs are largely determined by the towns. The foregoing points are only mentioned here to prompt the librarian to find out just what his local routine is. In so doing he will make the acquaintances that are so essential.



**Local taxation.** The final assessments for the town, city, or county determine the general tax rate, which is usually expressed in mills. A mill is one-tenth of a cent and a mill tax rate means so many tenths of a cent on each dollar of assessed valuation. This is influenced by still another factor—whether the property is valued and assessed at its full sale value, or at only a portion of it, sometimes as low as 50 per cent. This factor of rate as compared to actual value leads to the greatest confusion. Even in the same town there may be great discrepancies before and after the periodical revaluation of property. The cause of the difficulty is the lack of courage on the part of tax officers to insist upon full valuation of property and a high enough tax to pay the bills. In every political campaign each candidate promises tax reduction under his administration, whereas everywhere the only possible course is a general increase in taxes, due to the increased number of activities which every city and town is undertaking and the increased cost of labor and materials. Such points as 50 per cent valuation and other phrases and figures must be understood thoroughly, for they greatly affect the library's itemized budget and its chance of getting its own share of money.

**Limit of taxing and borrowing.** In a number of states tax matters are still further complicated by statutes that have been passed by the state to limit artificially the amount of taxes that can be levied. Tax experts agree that any limit beyond which the public cannot tax itself, by a majority vote, at a general election, is unnatural and dangerous. To break through such artificial limits, legislators are constantly enacting special bills which permit some relief. The consequence is such confusion that even experts on public finances are unable to interpret the law without rulings from state attorneys. Such conditions are prevalent in the middle west. There may be legislation which will permit the library to secure adequate finances by popular vote, yet time will pass without the librarian even knowing of such an opportunity.

**Possibilities of special appropriation.** A situation which exists more often than some of those just mentioned is the practice in many towns and cities of building up a municipal court fund from police fines, or keeping on hand the revenue and fees from some city department or office. Such funds may be subject to distribution by special action of court officers, city council, or even an individual officer. The decision as to what the money shall be spent for is based largely on the personal opinion of these men, with certain restrictions. In a number of communities the librarian has been successful in having these funds diverted to library purposes, such as increases in salary, purchase of equipment, books, library building, etc. The same principle applies to special bond issues. Certain states can float bond issues up to a certain amount, if approved by city council or board of aldermen. In the case of large amounts, however, practically every state requires approval of the voters. (See Chapters 29 and 30 and the Appendix.)

## CHAPTER VIII

### SCHOOLS

**O**UR closest associates. The close relationship between schools and libraries has always been emphasized. As time passes, the relationship will not only become more cordial, based on a more complete mutual understanding, but more elaborate and detailed in the methods of cooperation adopted. This is especially true in the field of school libraries. At present the divergent opinions as to whether school library service should be under public school or public library supervision are far from reconciliation. Local conditions, and especially the personal equation, will continue for a long period to determine the comparative efficiency which can be secured by the two methods in any particular town or city.

**Personal acquaintance.** Unless the librarian takes the trouble to become fully acquainted with the organization, course of study, teaching methods and teaching corps, in his own town, he will lose grasp of the school library service which is growing more rapidly than any other type of library work and absorbing many of the functions of the children's departments of the library. The librarian's knowledge of local school conditions is, therefore, vital not only as a matter of general information but as a factor in the work of his own institution. In many cities public school work goes on without any attention from the library except for the requests received from teachers and pupils. These are handled like any other requests, without regard to their origin, and with no attempt to organize the material with relation to the school course. On the other hand, some public libraries are carrying on work directly in the classrooms under their own general supervision but subject to the approval at all times of the school authorities, and subject also to the criticism of the teachers. The following points briefly enumerated should be looked into carefully, as a preparation

for this local study. The librarian should read one or two books which explain present school methods, especially in their relation to older methods. In no field of public activities are changes now in progress on such a large scale, and receiving such a large share of interest from the public. The librarian owes it to the

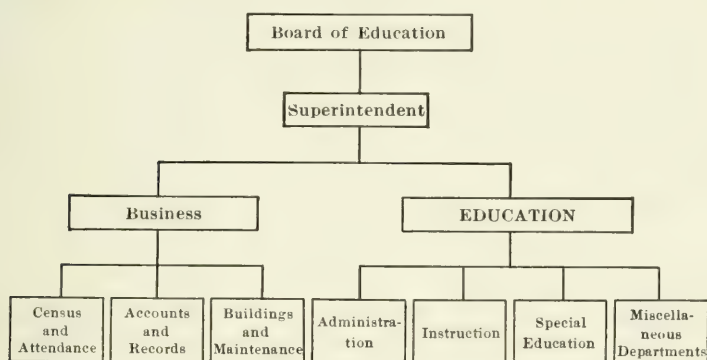


Fig. 17—In every community, even the village, all the functions shown in the above diagram are carried out by someone. An effective library has such frequent relations with the school organization that the librarian should be acquainted with the person who handles each detail. This and the following illustration from Caldwell & Curtis, "Then and now in education," copyright, 1923, by World Book Co., Yonkers, N. Y.

schools to understand the policies involved as well as the methods used in teaching, for he can then render valuable assistance by creating favorable public sentiment for the school organization. Librarians in larger cities will keep in touch with school progress through one or two educational magazines such as *School and Society* and *Elementary School Journal*. One librarian attends the meetings of city school principals as often as he has an opportunity, learning thereby the current thought among the teaching staff and discovering countless opportunities for greater service. Certainly staff members connected with children's and reference departments should ask the privilege of attending teachers' meetings for this purpose. Librarians in smaller towns find this personal exchange of viewpoints easier and even more fruitful.



**Organization.** Unfortunately there is a tendency, especially in large cities where great sums of money are expended on schools, to throw the board of education into politics or to subject it to ill-founded and demoralizing publicity. It is the librarian's duty to be acquainted with the personnel of the board; to be aware of the various influences, favorable and adverse, which control its policies as to funds, employment of teachers, building program; and of the various minor noisy alarms and clamors, which during recurrent periods uselessly absorb the attention of the public to the detriment of the real work of the schools. In all such matters obviously the librarian secures this information only to aid in formulating his own policies and he will not become a party to any discussion or affiliation, for he must at all times keep aloof from such complications.

The librarian's relation to the superintendent will be particularly close, as the latter is the executive for the whole organization, controlling teaching policies. His approval or disapproval

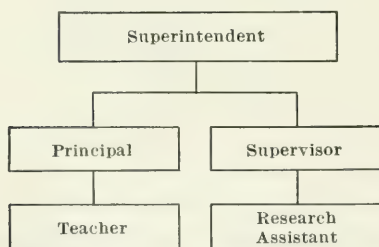


Fig. 18—The tendency towards special supervision and research work in different school subjects creates new relationships among teachers. Librarians should understand with whom their suggestions and inquiries as to library service should be taken up. The diagram implies what is generally the case, that authority is vested in the teacher, principal and superintendent, while supervisors and specialists concern themselves with methods and standards, and make recommendations rather than decisions.

of the library in general will considerably influence his cordial acceptance of proffers of help from the library or proposals from the librarian to carry on special service within the school or to enter into special arrangements for joint activities. The personal background, training, ideals and points of view of the superintendent will be well known to the alert librarian. The personal service which can be rendered to the progressive superintendent is very great. His dependence on the newest literature is greater than that of the director of almost any other

public activity, for with a highly educated staff of teachers and principals on one hand and a critical public on the other, he must know the latest developments, their virtues and shortcomings. For this reason many librarians are making special effort in the routine of their own duties to keep in mind the various items, books and magazine articles, which the superintendent can use to advantage. Through him all of this information is available to the principals and teaching staff. The librarian should understand the degree of authority held by the individual principal in his town; the degree of initiative allowed the individual teacher; the attitude of each principal and teacher to the different teaching methods; the functions of the supervisors and specialists in different subjects. Personal acquaintance with all the teaching staff is most helpful. This is accomplished in several libraries by teas or receptions at the beginning of the school year.

**Curriculum.** If public libraries were efficiently placing the right material from books and magazines at the disposal of the committees which in many cities are revising courses of study, it is safe to say the standard of teaching in the American public schools as a whole would be markedly raised in a brief time. Some cities still adhere to the older types of teaching, based on an inflexible and uniform curriculum, and carried out through the use of a single textbook on each subject. Already many other cities have completely revised their study courses in keeping with the changing ideas as to child psychology and in the attempt to make classroom instruction more interesting and significant to the pupil. In such cities the librarian will be acquainted with one or two books on curriculum and will himself, or through an assistant, keep closely in touch with the current committee work so as to offer most effectively the library's resources.

**Professional spirit.** The progressive spirit among teachers, the professional quality of their work, and the enthusiasm with which they carry on outside reading, attend summer schools and institutes, and enroll in special classes outside of school

hours show interesting contrasts in different cities. Figures published by the *Normal Instructor*, a monthly teacher's magazine, showed that more than one-third of its subscribers were enrolled in summer schools in 1923. This does not mean that one-third of all teachers are interested to this extent, for it is only the progressive teacher who gives the time or money to subscribe to professional magazines. In cities where this spirit is kept at a high point by the power and ability of the superintendent, the librarian finds it worth while to keep up to date in the purchase of new educational books and a variety of periodicals on the teaching of school subjects. Many city libraries issue frequent teachers' bulletins, most of them mimeographed, which give book lists and news items as to library service.

**Newer teaching methods.** As a St. Louis report says: "Among the older children the influence of the present methods of teaching in the public schools is clearly noticeable in their relations to the library. The educational ideal which gives the child a topic and sends him to look for his data through the use of several texts makes it less possible for lessons to be learned in the old rote fashion, or to be worked out by an older person in the home, and not only brings the child a more colorful and lasting impression but creates a habit of dependence upon the library." The attitude of the principal and superintendent to the newer methods of teaching, especially the project method, may be the deciding factor as to whether the public library can systematically organize its own reference work for the grade school, or even create real libraries within the grade school. In a Pacific coast city the whole structure of grade-school library service which had been built up under the supervision of the public library was rudely separated and for a time disorganized by an erratic librarian. In a mid-west city where a system of elaborate school libraries had been created, the antagonism of the school corps was aroused by the hostile and critical attitude of the public librarian. Numerous similar examples could be cited where these questions of social relations have largely

depended upon the personal equation, which in turn might have been very different had mutual understanding existed.

**Parochial and private schools.** Cordial relations must exist between the librarian and the private and church schools. In the latter, fear of religious discrimination may exist in the minds of the school officers. It can best be dispelled by the librarian's open policy of rendering equal service to all schools and keeping equally well acquainted with their work. Special effort must be made to learn conditions, and the knowledge can be put to even better advantage than in the public schools, so far as the library's general service is concerned, for these pupils and their teachers have a special bond of religious interest with the adult members of the family. The following quotation from an article by Mrs. Ledbetter suggests facts that are typical of each of the foreign nationality schools:

"Next to the church is the parochial school, which most Polish children attend. Courtesy requires the priest's permission before visiting the school, where the Sister Superior must first be sought. The principal orders teaching in Polish parochial schools are: the Sisters of the Holy Family of Nazareth; the Felician Sisters; the Franciscan Sisters of St. Kunegunda; the Sisters of the Resurrection; and the Polish Sisters of St. Joseph. These Sisters have under their care considerably more than one hundred thousand children. The Sisters of St. Joseph, although a comparatively small order, teach 21,660 pupils.

"All these orders are made up of women of Polish parentage, most of whom have themselves been educated in parochial schools in this country. A large proportion entered the convent directly from the grammar grades, completing their education in the academy of the order during their novitiate. Thus very few of them had any acquaintance with public libraries before beginning their teaching, and the librarian must win her way in the school by first making the library valuable to the teachers. The cloistered life is literally and actually a life shut away from the world and without knowledge of the world, therefore all the advances must come from the library side. The Sister cannot ask for aids of which she has never heard; the librarian must offer her wares and demonstrate their usefulness. Many sisters in these orders are now studying diligently and systematically through summer schools, correspondence courses, and extension classes toward a goal of recognized standard credentials. The librarian can render an inestimable service to the cause of education and a



friendly service great in personal reward by connecting these teachers with local educational advantages, the availability of which they do not know. A religious community is a big family and service to one part of the family influences the whole group. Good library service in Menasha, Wisconsin, produces results in Cleveland, Ohio, and the news of what libraries can do spreads, not only from sister to sister, but from order to order." (*Library Journal*, Jan. 15, 1922.)

**Maps and statistics.** As most libraries render service in school buildings, a map indicating schoolhouses as well as regular branches and library stations is to be found in many librarians' offices, often mounted and hanging on the wall where it serves to keep the library staff acquainted with the general distributing system. Statistics should be gathered as to what grades are included in each school building, the number of teachers, the number of pupils by grade. Such figures are necessary in a city or large town where the library carries on intensive school work.

**Adults in night schools.** It has sometimes been said that the cream of the younger adult population is that enrolled in night schools and special classes outside of working hours. These people show the highest degree of ambition and perseverance. Were it not for the pressure of their daily occupation and the courses they are pursuing, they would doubtless be more receptive to library service than almost any other part of the population. Librarians will acquaint themselves with the various organizations which are carrying on any class instruction and will often be surprised at the extent and variety of them. Since the close of the world war there has been a marked tendency for various business organizations to stand sponsor for special classes, as insurance, advertising, banking, etc.

**Survey of adult education.** Milwaukee library officials became acutely aware of this in 1922 and made a survey of all the agencies of adult education. The fourteen-page report can be obtained from Milwaukee. It is full of valuable suggestions for any community. Following is the schedule of adult teaching agencies in this one city:

Abraham Lincoln House (Jewish); classes; educational clubs.  
Amalgamated clothing workers.  
American Institute of Banking; Milwaukee chapter.  
Board of Education; evening elementary schools; evening high schools; garbage collectors.  
Boys' technical high school; mechanics' institute (evening).  
Churches (American); survey incomplete.  
Churches (Foreign); 17 churches; 11 nationalities.  
Junior Association of Commerce; educational division.  
Knights of Columbus; school for ex-service men.  
Layton School of Art.  
Marquette University; extension division; night classes; Saturday classes.  
Milwaukee Art Institute.  
Milwaukee Health Department; baby clinics; 14 others listed.  
Milwaukee school of engineering; evening classes.  
Milwaukee State Normal School; extension classes.  
Milwaukee Penal and Correctional Institutions;  
    County House of Correction  
    County Jail  
    Detention Home.  
Milwaukee Police Department; school for policemen.  
Milwaukee Vocational School; continuation; apprentice courses; federal rehabilitation division; commercial courses.  
Milwaukee Workers College.  
Stationary engineers; 5 organizations; educational divisions.  
Stores, factories, etc.; Boston store; Schusters; T.M.E.R. & L.; Palm Olive Factory.  
Study Clubs (Foreign and American); Freie Gemeinde (German); Sienkiewicz (Polish); 46 other foreign clubs listed (8 nationalities).  
Trade Unions; 99 organizations, including also apprentice classes under their supervision.  
University of Wisconsin—Extension Division.  
Wisconsin Players; school of dramatic art.  
Young Men's Christian Association; secretaries' reading circle.  
Young Women's Christian Association; secretaries' classes; industrial groups; international institutes; classes (immigrant women); teachers' training course.

## CHAPTER IX

### SOCIAL INFLUENCES—CULTURAL, RELIGIOUS, AND WELFARE

**H**AVING discovered the need for knowing our community, attempted to plan a real study of it, and looked into its geography, population, occupations, its government and its public schools, we still find many factors of a more specialized and less obvious sort, each of which is full of significant discoveries awaiting the librarian, who in his daily routine may be overlooking one or all of them.

#### CULTURAL AGENCIES

**Art interests.** Large cities maintain expensive galleries with changing exhibits and often with classes in drawing and painting; even the small community is giving some attention to art, and often without the knowledge of the library. In a village of three thousand, it was found that one of the three women's clubs was conducting a program throughout the year on American art, and instead of using the local library, was depending on the State Federation of Women's Clubs. Upon learning this, the librarian was stimulated to equip the shelves for a more complete service, calling on the State Library Commission and borrowing from the latter some of its traveling collection of pictures. The Public Library at Washington, D. C., on the occasion of the semi-annual exhibits of American paintings at the Corcoran Art Gallery, prepares an eight- or twelve-page list of references (mostly from magazine articles) on the various artists represented, for distribution to visitors at the exhibitions. Many libraries work with camera clubs and show annual exhibits of amateur photography. Camera supply stores can generally disclose the names of such persons.

Inquire what local groups are studying art; inquire as to any local amateur artists and what they are doing. If the library

cannot afford to buy the expensive books they need, it can often secure them from some state commission or association.

**Musical interests.** Musical groups and organizations are more numerous than those for art, and may be found even in some very small towns. In several cities local clubs have provided funds for buying *The Musicians' Library*, complete

**A.**

**NOTES FOR MUSIC LOVERS**  
Contributed by THE DETROIT PUBLIC LIBRARY

This department of notes on music contributed by the Public Library to the programs of the Detroit Symphony Orchestra for this season will aim to recall to music lovers of facts and aspects of music, and the field of view on several points of the ages. It is particularly designed to inform on popular books and artists, which will enable them to procure a play of the subject at their leisure. Attention will be to books on music and kindred subjects available at the Library.

**MENDELSSOHN**

Between the two musicians, Ferdinand Hiller and Mendelssohn there exists a rare comradeship and intimacy. Hiller's biography friend abounds in anecdotes illustrative of his genius and personality. We had many pleasant and interesting visitors at that time," he of Mendelssohn's stay at his mother's house, "among others the Swedish song writer, Lindblad, whose northern accent added a peculiar charm to his liveliness and gaiety. His visit was short, but we got a great deal of him. One morning, after Mendelssohn had played Overture to *Melusine*, he said, "That music listens to itself." Perhaps it does—and it must be delighted with what it hears."

One of the most interesting accounts of the life of Felix Mendelssohn is contained in "The Mendelssohn Family" by Sebastian Hennrich, the son of Felix's eldest sister Fanny.

"The sources from which Mr. Hennrich drew his narrative were chiefly a rich collection of letters and other documents, and his own recollections. The introduction is a study in itself."

So far as it is possible, the compositions shall remain of the sort. This is done in the concert, the books

**B.**

**ROSENBERG LIBRARY**  
FREE LECTURES

ARTHUR STANLEY RIGGS, F.R.G.S.  
January 12, 13, and 14, 1920

Three Lectures  
(Illustrated with the Symposium)

**FAMOUS ITALIAN CITIES**  
Rome, the Quirch and the Dead, a New View  
Florence, the City of Art  
Pisa—Genoa—Venice—the Maritime Republics of Italy

OWEN R. LOVEJOY  
Secretary National Child Labor Committee  
January 22, 1920  
Children and Reconversion

LIBRARY LECTURE HALL  
GALVESTON, TEXAS

**C.**

**THE PUBLIC LIBRARY**  
OF THE  
DISTRICT OF COLUMBIA

REFERENCE LIST No. 16

Contemporary American Painters

References to literature in books and periodicals on many of the exhibitors at the Seventh Exhibition of Contemporary American Oil Paintings, Corcoran Gallery of Art, December, 1921, and January, 1922.

Issued with the cooperation of  
The Corcoran Gallery of Art

**THE PUBLIC LIBRARY**  
WASHINGTON, D. C.  
December, 1921

**D.**

**LONG BEACH MUSIC WEEK PROGRAM**

Long Beach Music Week Committee cooperating with Los Angeles Music Week

L. D. Fox, Chairman  
Patricia J. McNeill, Secretary  
Miss Helen Sargent, Treasurer

Long Beach as a musical city has many large stores, playing societies, music

**E.**

**The St. Louis Public Library**  
Invites the delegates to the convention of the  
American Federation of Arts  
to inspect its building, one of the finest library buildings west of the Mississippi River.  
to visit the Art Department and to view  
an exhibition of Masterpieces  
an exhibition of Prints by The Stronachs  
an exhibition of Architectural Photographs by W. A. Coldwell  
and an exhibition of Oregon Drawings of Colorado Scenery by Adina C. Kerr

The library is open  
from 9 a. m. to 12 p. m.

Tate Memorial Car  
about north on 12th St.

Fig. 19—(a) Page from opera program showing type of articles about composers, contributed by the Detroit Library. (b) Several libraries are conducting lecture courses, usually on the basis of donated funds. (c) The Washington library distributes the 16-page lists at the biennial exhibits of the Corcoran Art Gallery. (d) Page from Los Angeles Music Week program, listing the musical events in the branch library buildings. (e) St. Louis invitation to convention delegates to visit the central library and its art department.

scores for some of the most popular operas, and other musical books. Libraries, on their part, have built up collections of musical material to the extent that in the larger cities departments are maintained in charge of persons thoroughly familiar with the subject. Other libraries maintain collections of



phonograph records and piano rolls, generally received through donations; these are lent out with books and the routine library material. Buffalo and Detroit publish excellent annotated lists on "Music and Its Appreciation" in concert programs.



Fig. 20—During a Los Angeles Music Week, fifty local composers were asked for autographed photographs. An exhibit of these, with some of their music, was shown at the library. At a Philharmonic concert given for the library by the Music Teachers' Association, little boxes in the form of books were passed through the audience, and \$1,440 was contributed for more music for the library. There were 2,500 friendly and interested citizens present.

**Dramatic interests.** Through the Drama League of America and its local chapters scattered over the country, a national interest has been aroused in amateur plays, public readings, and the composition of new plays. Public libraries have probably taken a more active part in fostering dramatic work than either art or music. They can obtain and place at the disposal of local clubs, high schools and other groups, the lists and

publications of the Drama League of America, circulars and newspaper lists of newly published plays, and can provide books that will help in staging and costuming. Inquiry will doubtless reveal organizations that are working in this field, especially high school classes.

**Historical interests.** The library is naturally thought of as the center for collecting historical material of all sorts. It can organize and, through newspaper publicity, carry on a continuous appeal to the community for old letters, reports, and documents, largely through describing each new gift in a way that will encourage other gifts. If the library can buy or borrow showcases, even for occasional exhibits, there will be many visitors. The Syracuse library has published a little circular describing points of historical interest in the neighborhood of Syracuse, and this is popular with motorists. The public library in a large city might very well undertake to publish a road map of its vicinity showing points of historical interest.

There is much more interesting local historical material in most communities than librarians realize, but it has never been brought to the surface. St. Louis, for example, suggests the story of the early discoveries, the voyageurs and the Jesuit explorers, the story of Saint Louis himself, the development of the city as a mid-continent traffic center and a host of interesting incidents. The librarian in a small town often feels she has nothing of such interest to be brought out. By inquiring among older residents and by reading up on the history of her section, she may find enough to create a historical collection or exhibit, on which most of the work can be done by interested friends. Enlist the interest of high school teachers, who may assign topics on which the material will be gathered direct from old residents.

**Scientific interests.** In Buffalo, Providence, and Cleveland the libraries work very closely with the museums of natural history, preparing bibliographies in connection with lectures and exhibits. Museums are often willing to cite books at the foot of their descriptive labels. In another city a large group of

nature lovers holds meetings and makes tours into the surrounding country. Announcements are made at their meetings and mimeographed lists distributed of new books at the library that would be of interest to them. Some of these books are of a popular character, others of a more technical nature, according to the particular needs of the members.

**Stores.** The appearance, the personnel, and the type of goods handled in department stores play a larger part in the life of the community than is generally recognized. In some cities art stores are numerous, the department stores show a high grade of skill in their window exhibits, and in general it is a pleasure to visit all the stores. In other communities of the same size there may be no art store at all, and the stores as a whole show a general lack of interest in their appearance and their effect upon the public. The library can do something to help by suggesting books on store layouts, salesmanship, window displays. Many libraries now provide material for use of window decorators in designing and painting their backgrounds and cards.

**Public lecture courses.** In Boston endowment funds provide for lecture courses under the library's own auspices. In many cities library rooms are used constantly for lectures of all sorts. The library can take the initiative in effecting a local organization that will raise the funds and bring the lecturers who in turn will interest great numbers of adults. Such lectures, especially when arranged in courses, offer a fine opportunity for library lists. Some libraries make a practice of writing in advance to lecturers and securing titles of recommended books, which are given publicity in the printed programs or in the newspapers. The St. Louis bulletin gives each month a statement of important forthcoming lectures.

**Influence of public gatherings.** The fact that a city has an adequately located public auditorium for lectures and mass meetings, largely attended, or a community stadium for games and athletic events; that it holds occasional pageants attended by large numbers of people; and that it has organized community music in the form of orchestras, choral societies, bands,

which can be enjoyed by the average citizen at little expense, generally means that that city is in the lead as to everything that makes citizenship attractive. Not only can the public library lend valuable help by fostering such influences through keeping in touch with the leaders and making every effort to secure material for them (even that they have not heard of or asked for), but it can go further and itself create the interest among those individuals who in turn can lead the community.

### **Public leadership and response.**

In many communities the interest and enthusiasm of the whole population is not being crystallized into action simply because of lack of leadership. The librarian who is in touch with his community realizes these needs and oftentimes knows the persons who could be induced to undertake the leadership. In this capacity a wide-awake librarian has a unique opportunity, for he may see to it that through his institution filter the interests of the entire community in every subject.

**WE** are, for the first time in all history, building, in our public libraries, temples of happiness and wisdom common to all. No other institution which society has brought forth is so wide in its scope; so universal in appeal; so near to every one of us; so inviting to both young and old; so fit to teach, without arrogance, the ignorant and, without faltering, the wisest.

A public library can be the center of the activities in a city that make for social efficiency. It can do more to bind the people of a city into one civic whole, and to develop among them the feeling that they are citizens of no mean city, than any other institution yet established or that we as yet conceive.

JOHN COTTON DANA

Fig. 21

### NEWSPAPERS AND OTHER LOCAL PUBLICATIONS

**Importance to the library.** The newspapers are the most important medium through which the library can reach the public with news either of policies or service. More than this, they mold public opinion on most subjects, and are therefore our chief allies in educating the adult public. While most librarians can say offhand whether their local papers give them good or poor support, few librarians have made a study of the policies, editorial ideals, and general attitude of the local editorial staffs.



Each paper aims to reach a certain type of mind in the community, to be constantly working for some particular object in which its readers are interested, and to be fighting against certain principles or policies or men which other papers may be supporting.

**Treatment of news.** The method in which library news is handled by various papers is discussed in Chapter 19. Briefly, general news is handled according to definite ideas the editor



Fig. 22—How two opposing papers present the same news. Based on public hearing before the Governor, the two editors find sufficient evidence of their own theories to justify these contradictory headlines.

may hold as to its sensational elements, the extent to which it upholds theories or prejudices for which the paper stands, the number of subscriptions and amount of advertising that may result. Often the same Associated Press dispatch received by two papers with differing policies will be printed in one on the front page with a large heading, while in the other it will be buried inside the paper. The headlines themselves may give totally different ideas even when the text of the story is exactly the same. Some papers give little national news except of temporary sensational value, and practically no international news. Some have special sections or columns devoted to certain districts of the town.

**Attitude toward library.** All of these points of view affect the attitude toward the library, which in general is a friendly one, shared also by the schools and other social service organizations. Frequently the attitude is influenced by such small things as personal experiences of the newspaper staff in getting library service, or by their feelings towards library staff members. This is especially true in small towns.

**Circulation.** Get figures on the circulation of the newspapers, not only those printed locally but those that come in from nearby towns and cities, if they can easily be obtained. The distribution of local papers by sections of the town or different portions of the population should also be known. One paper will appeal to Democrats or Republicans; another will be most friendly to some religious group; one may have more active reporters than another paper in a special section of the city or in a neighboring town where it is read, and therefore becomes especially popular there.

**Other local organs.** Even in the small city there are appearing, weekly and monthly, a variety of local publications which the librarian is likely to overlook, but which express the life of the town in its various phases. In the case of small towns these publications may be issued in nearby larger places. The best way to find out about them is to send out a form letter to every discoverable organization, asking for a sample copy. If they don't respond call them on the telephone or send a school pupil or scout with another copy of the letter. Ask printers if they know of any local publications. Ask the postmaster who in town has the second-class postal rate privilege. Then have an exhibit of all these publications at the library for the public to look over. Everyone will be much surprised and interested. They may include business, factory, labor, church, nationality, or political organs, as specified in the following suggested list:

Business associations—Merchants, builders, real estate.

(In each case look for both employees' and customers' publications.)

Bank bulletins.

Automobile and recreational club bulletins.

Secret and fraternal and luncheon club organs.

Foreign periodicals.

Foreign society organs; secret, fraternal, literary.  
Colored people's church, society, and business organs.  
Manufacturers' house organs.  
Labor organs or union bulletins.  
Church bulletins; Protestant, Catholic, Jewish.  
Church club publications.  
Social service organization organs.  
Theater and movie weekly bulletins or programs.  
Railroad and street car organs for employees or public.  
Municipal or county government bulletins (check up every department).  
School board, teachers', or individual school publications: public, parochial or private.  
Art, music, dramatic, scientific or historical group organs.

#### BOOKSTORES AND NEWS STANDS

**The local bookstore.** The *Publishers' Weekly* calls attention each year to a number of larger cities which, according to traveling men, could very well support a bookstore. Yet in small cities of 15,000 or 20,000 people, it is not uncommon to find even two bookstores which evidently make a living, having cultivated a trade over a wide surrounding area. In addition to becoming acquainted with any such stores and having a close knowledge of the book stock, one can check up through the American News Company, or some smaller wholesale concern, the various small stocks of reprint books that are often found on sale in candy and stationery stores. Some of these have a large sale. Similarly, the type of bookstore service varies greatly, and the fact that a customer gets careful attention when he asks for a special book, or that it is ordered promptly, in most cases, will influence the attitude of local book buyers, toward both the store and the library. Customers naturally make comparisons between the attitude and the service given by both, and the good qualities of the store should serve as a stimulus to better conditions at the library, while its shortcomings form an obligation on the library to see that book buyers get as much help as possible.

**Circulating libraries.** To some the existence of circulating libraries seems a reflection upon the efficiency of the public library organization. Other librarians affect to take no notice of these commercial libraries, which usually handle a poor quality

of fiction, often including objectionable titles. They have a legitimate business reason for existence. The speed with which new books are acquired at the public library is an important factor in competing with them. In an eastern city, four such libraries discontinued business within a five- or six-year period, leaving only one in competition. A visit to these circulating libraries is the best way to find out about their stock and thereby understand the comments and comparisons which patrons will make.

**News stand influences.** The average librarian pays little attention to the extent and variety of magazines sold on local news stands. His earnest purpose to get good reading done may have a set-back on discovering that the resplendent covers of most of these periodicals that he has never even heard of enclose a large proportion of "sex stuff," dances, dreams, "true scandal," "real life," "whiz bangs," or sugar-coated psychology and success stories. Perhaps the only result will be the realization that against such a type of competition his best efforts are needed to present good books and magazines in a way that will get them read. Unless the librarian occasionally foregoes the magazine reading which *he* likes, and finds out what the mass of nonlibrary-users *seem* to like, he can hardly understand how to reach his public. It is not the function of the librarian to take part in any movement to "clean up" the news stands, but he can at least call the attention of various organizations to the objectionable magazines now being sold in the majority of such stands, some of which are debarred from shipment through the mails and have to be transported by express.

#### CHURCHES AND RELIGIOUS INFLUENCES

**Importance of understanding local churches.** Dr. Bostwick says:

"The public library has become a lay concern. It has little to do with the church, and the church, with some exceptions, does not heed it. It is the great neutral public institution, storing and making accessible recorded opinions but favoring none. And the odd thing is that in so far as it ignores the church the library is



nullifying in one place its latest step in advance, which is to work with, in, and for groups within the community.

"It is strange that the religious group is the only body that the librarian has not gone out to seek with some activity. We long ago ceased to blame plumbers, or manufacturers of textiles, or Hungarians, or business men, if they did not use the library. We are recognizing that such failure is our failure. It may be theirs too; but we can mend our own ways rather more quickly than other people's, and so we soon learned to go out after these gentry and to return with more or less willing bunches of them. But who ever heard of a librarian going out after a Methodist, or a United Presbyterian, or a Congregationalist? The very suggestion makes one smile; and yet some of these are quite as good game as engineers, or aviators, or students of Gaelic.

"The first thing we need, here as elsewhere, is a survey of faith and order; and with all the work done toward unification of Christianity, I cannot see that this has ever been touched, perhaps not even perceived as a necessary element. How can we reconcile Presbyterian and Baptist, Protestant and Catholic, unless we know what now separates them? Much of this is on record, but it is nowhere assembled. What Christian bodies believe in justification by faith? Which have more than one order in the ministry? Which are Congregational in government? Do all accept the Apostles' Creed exactly as most of us recite it? I need not go on. The fact is that no one Christian body knows exactly how near or how far it is from others. It fails to recognize its closest neighbor." (*The Bookman*, June, 1922, p.337-341.)

**Distribution of faiths.** Statistics on religion may be had from the United States Census, from the individual churches, or from the federation of local churches, if one exists, as to the number of members and attendance at each church, Catholic, Protestant, and Jewish. Figures as to these three large groups, should also be accompanied by figures as to the population of various foreign nationalities, which to some extent explain the church statistics. A map may be useful to show the location of church buildings. In addition, the names of all religious societies should be listed, indicating the churches with which they are affiliated.

**Leaders.** Only personal acquaintance will give any real knowledge of the religious leadership. In each denomination some ministers are outstanding as to their spiritual strength,

others for their ability in the business or community affairs of their churches. Some are noted for their theological bias, others for the amount of reading and study they carry on, which, in turn, may be either in purely religious books or among biographies and other general books of the day.

**Religious background and antagonisms.** As in many other phases of the community mind, the librarian soon discovers that existing religious conditions are often directly traceable to past history; that in different cities the degree of open prejudice shown in certain Protestant circles against the Catholics, Jews, and liberal Protestants is much more acute than in others, while in some cities the power of the Catholics is sufficient to influence directly many community organizations.

**Cooperation of library.** Many libraries maintain a close relationship with all churches in the community. Book lists for lenten reading and on missionary topics are common.

Toledo says: "We are on very friendly terms with all the clergy. Many of the prominent clergymen give book talks of one sort or another. We are trying to train them to notify us in advance. The monthly bulletin of the Federation of Churches lists books added to the library that will be of interest to the clergy."

In St. Louis: "This branch, with a specialized collection, is located in the quarters of the Catholic Women's Association, and is operated in connection with it. It circulated 10,929 volumes last year. To stimulate interest in this collection, the parishes of the city each month receive annotated lists of the additions. Appropriate books for timely reading according to the church calendar are listed and published in the Catholic press. . . . The friendly aid of St. Ambrosius Parish Church, in sharing its Sunday school quarters on Shaw Avenue without expense to the Library during February and March, made possible a unique but effective continuance of the work until a permanent new building was secured."

Also from St. Louis: "There is the orthodox Jew, who still clings to his flowing beard, sometimes accompanied by his

dignified, even venerable, wife, who wears the traditional black wig. They both speak Yiddish exclusively to each other, and to the librarian also, if they but half suspect that he is familiar with the vernacular of the Pale, a language which has as its base a dialect of German spoken in the Rhine regions during the Middle Ages. They not only have held to the unchanging faith and laws of their fathers, refusing to sign the guarantor-cards for their children on the Sabbath day, keeping their shops closed on Saturdays and religious holidays, regardless of the resultant loss, but they are also still conversant with the equally unchanging language of their patriarchs, in which their fundamental law was given. These conservative Jews are the readers of our Hebrew books, the Mosaic laws with all their commentators."

**The institutional church.** The purposes and handicaps of modern churches which try to make themselves into community institutions are discussed by Dr. Bostwick: "The churches have always been among our best organized groups, and they have themselves felt, equally and at the same time with the library, the impulse toward socialization. The institutional church is the response—it is an American response, just as that of the library is. The New York Public Library has several branches that originated as church libraries—both Catholic and Protestant—and sensibly no effort has been made to remove the religious element. Why should we not cater to strong regional church groups as well as to regional groups of industrials or scholars? In St. Louis one of our sub-branches is the Catholic Free Library, given over to our care by the Archbishop himself. I see no reason why branches should not specialize in Methodist or Unitarian literature. They do in Jewish literature, through the accident that the Jews are a racial and to some extent a linguistic as well as a religious group."

The library will therefore include in its survey of local churches the efforts made by the individual churches to maintain community meeting rooms and other social activities, and also the attitude of rival churches toward such efforts. Will

there be criticism from the Protestants if a library station is established in a Catholic parish house or parochial school, or vice versa? Not if the policy is thoroughly understood by the public and if similar stations or services are established simultaneously among the various faiths and discrimination thus avoided.

## CLUBS AND SOCIETIES

**The present-day leisure class.** It is difficult nowadays to find people who have any real leisure. Even the well-to-do are so



*By Courtesy of The Designer Publishing Company*

Fig. 23—Is Mrs. Jones reading a paper on child labor, to be followed by resolutions calling for a constitutional amendment, or is this Miss Pepper on "The New American Literature"? Libraries are rendering notable aid in such club work, but their attempt to instruct clubwomen in their own effective use of the library still remains to be planned and carried out on a state wide or national scale.



active in various "good works" or organizations that have some civic or social purpose, that one might almost say that everyone can be reached through some club or association to which he belongs. For lack of space we mention here only such organizations as generally exist in larger communities.

**Women's clubs.** We find in many cities a contrast between the organization into many small clubs meeting often and possibly federated into a general representative body, or, on the other hand, four or five powerful independent clubs. The first condition encourages a large amount of individual club program work, the preparation of papers each year by great numbers of women, who come, in time, to depend largely upon the library. Many libraries have not been content to hand out the information when called for but invite requests and prepare the material during the preceding summer season. They may go further and help in outlining programs or, finally, they may collect, arrange, and place at the disposal of certain club committees which are undertaking some civic program, very vital information from other cities which will help to solve the local problem.

**Men's and business organizations.** The same conditions apply to some extent in business and "luncheon" clubs, many of which carry on work in which library service can play an important part. The St. Louis library, always outstanding in its community relations, published a Civic Number, in August 1916, as a joint issue of the *City Club Bulletin* and *Library Bulletin*. The contents included, "The Public Library as a Civic Asset," by Dr. Bostwick; "City Clubs," by the secretary of the City Club; "Speakers on Public Questions" (a 3-page list of local speakers arranged under eleven groups, including topics of special interest to colored people).

**Use of library for club meetings.** Libraries which have auditoriums pursue decidedly opposing policies as to the extent to which they encourage meetings. St. Louis is outstanding in its liberal policy, without disagreeable results, even when it admits meetings of Democrats, Republicans, Socialists, Prohibitionists,

and almost every other type of aggregation which the Police Department does not debar. Sixty-three organizations held meetings at the main library in 1920, a list of which will prove suggestive to those many librarians who are oblivious to the existence of similar clubs in their own towns.

Advertising Men's League.	Mr. Wadlow's Psychology Class.
Aero Club.	Mrs. Brown's Psychology Class.
Alliance Française.	Mrs. Ferguson's Class.
Alumni Association of Synodical College.	Miriam Lodge.
Associated Handicrafts Society.	Montgomery County Association.
Bay View Reading Club.	New Thought Class.
Canoe Club.	Ohio State University Association.
Cecelia Club.	"Over the Tea-Cups" Club.
Chamberlain Park Circle Mothers' Congress.	P. E. O. Sisterhood.
Chemistry Class.	Philotechnie Club.
Clark School Fathers' Club.	Progressive Club.
Classical Club.	Republic Club.
Code Club.	St. Louis Chapter Daughters of the American Revolution.
Congenial Circle.	St. Louis Chapter National Daughters of the Confederacy.
Conservation Committee Women's Clubs.	St. Louis Electric Club.
Civics and Health Committee Women's Clubs.	St. Louis Monument Association
Clotho Club.	St. Louis Mothers' Pension Fund Association.
Cornelia Green Chapter D. A. R.	St. Louis District Federation of Women's Clubs.
Dickens Fellowship.	Socialist Educational League.
Dr. Snider's Psychology Class.	Sorority Circle Mothers' Congress.
Equal Suffrage League.	Shakespeare Club.
Everglade Growers' Association.	Soldan High School Alumni.
French Circle.	Theosophical Society.
Friday Club.	Tuesday Choral Club.
Graduating Class of Washington University.	Tuesday Club Section.
Ladies' French Class.	Twentieth Century Art Club.
Legislative Committee Women's Clubs.	28th Ward Progressive Party.
Longan Study Class.	28th Ward Taxation Reform League.
Miss Sloan's Dramatic Club.	West End Chess Club.
Mr. Culbertson's Dancing Class.	West End Social and Literary Club.
Mr. Solari's Dramatic Club.	Women's Committee Socialist Party.
	Women's Educational League.

## WELFARE ORGANIZATIONS

**Central organizations.** The movement to correlate, if not to centralize, social service work has extended even to communities as small as twenty or twenty-five thousand. In larger cities a central fiscal body—"The Community Corporation" or "The Allied Council"—has undertaken not only to raise collective funds for the separate agencies, but to give a certain degree of

oversight to their activities. Such an organization will be the first source of information as to all local welfare work. In many cities, also, the various workers in the field of relief, boys' and girls' work, and public health, are organized for social and professional acquaintance, and their committees and programs offer a fertile field for rendering library service.

**Varied activities.** The library should have a list of the local social service organizations, showing their objects, the type of people served, names of trustees, officers and workers, together with the affiliations, ideas, and preparation of these persons, and the history and affiliations of the organizations themselves. Following is a suggestive list of such units from a typical city:

City Hospital.  
 Saint Elizabeth Hospital.  
 Visiting Nurse Association.  
 Anti-Tuberculosis League.  
 Community Social Hygiene Clinic.  
 Florence Crittenton Home Association.  
 Community Service Society.  
 Municipal Lodging House.  
 Salvation Army.  
 Rescue Mission.  
 Saint Vincent de Paul Society.  
 United Jewish Charities.  
 Baby Welfare Committee.  
 Christ Mission Settlement.  
 Day Nursery.  
 Children's Service Bureau.  
 Free Kindergarten Association.

Fresh Air Camp.  
 Joint Committee on Boys' and Girls' Work.  
 Boy Scout Association.  
 Young Men's Christian Association.  
 Young Women's Christian Association.  
 Playground Association.  
 Nielson House.  
 Colored Community Center.  
 Booker T. Washington Settlement.  
 Humane Society.  
 Old Ladies' Home.  
 Children's Home.  
 Welfare Association for the Blind.  
 Social Service Committee for the Blind.  
 Mennonite Mission Settlement.

**Getting acquainted with social workers.** In Toledo the library training class visits the newsboys' club, detention home, juvenile court, recreation centers, neighborhood houses, and the district nurses' associations. Other libraries invite social workers once a year to a meeting or reception at the library building. Mimeographed book lists are sent periodically to welfare workers in a number of cities. In many towns the librarian or some staff member is an active worker in the councils of the organizations.

## CHAPTER X

### COUNTY AND STATE BACKGROUNDS

THE foregoing chapters have outlined the chief factors in studying people in villages, towns, and cities, from the point of view of enlarging and improving library service. The bibliography for Chapter 2 includes interesting examples



*Courtesy of Gaylord Brothers*

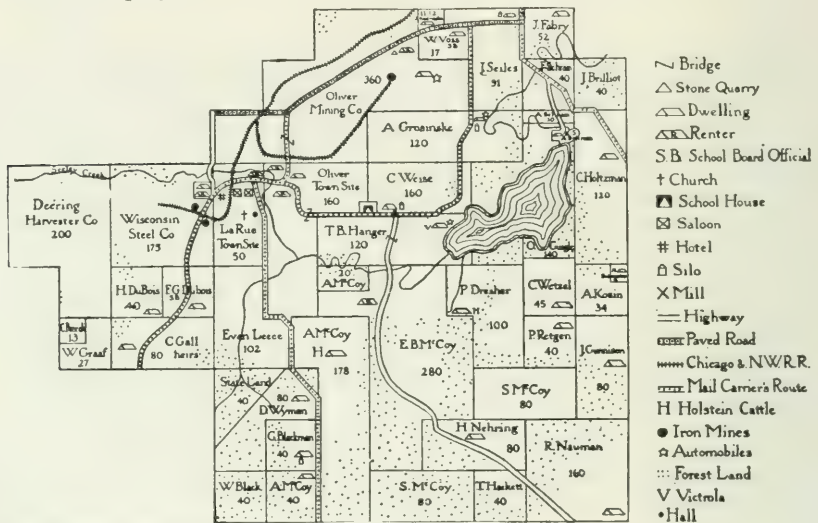
Fig. 24—Bird's-eye view prepared to show people of one county how the distributing system would be organized. To make the original drawing for this required a careful survey of the county, its centers of population and transportation routes.

of surveys under many varying conditions, including those in the neighborhood of branch libraries. There are similar backgrounds to be studied by the county and state librarian in their larger communities.

**County factors.** In county work the survey is almost a necessity. In no other branch of library work is there such a large



geographic area to serve intensively. Especially if a campaign must be organized for publicity, one finds himself at a loss to proceed without knowing conditions in each town and village, or without the help and activity of the various leaders and organizations. The subject of county surveys is dismissed here with mention of Miss Stingley's valuable discussion, and because of the inclusion of a chapter on this topic in Miss Harriet G. Long's forthcoming book on county library work. (See also Bibliography.)



From MacGurr, *The rural community*. Courtesy of The Macmillan Co.

Fig. 25—A rural school district map prepared in a Wisconsin school. Information collected by seventh and eighth grade pupils. In small communities the library and school can work together in a project of this sort.

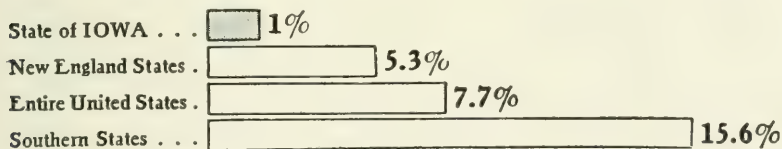
**State factors.** Concerning the state as a unit whose characteristics and conditions are to be studied, we have practically nothing in print as yet. Here we find all the factors which need to be analyzed in the town and city, with many others, and with the emphasis on educational institutions and the organizations which reach over the state area.

Printed matter on state factors and conditions, though scattered through newspapers and reports, is fairly abundant, and

by giving some alert attention, one can collect enough of it to form many definite impressions which will serve as the basis for plans and service. Correspondence with state workers has failed to discover any systematic attempts to collect such data, but the following quotations suggest some ideas which, to the writer's mind, are worth being developed, along with the topics discussed in the foregoing chapters.

**Intelligence in various states.** Professor W. C. Bagley prepared an interesting table for the *Journal of the National Education Association*, June 1923, showing the intelligence of the people by states, based on army tests of 1918, and adding also the rank assigned by Dr. Ayres in school efficiency. This article is worthy of study by those engaged in state library work. It contains another table which includes such factors as the *Literary Digest* circulation and the distribution of public libraries. Its conclusion is that intelligence in various states is largely influenced by school standards and the zeal with which high standards are insisted upon.

Shortly afterward W. G. Reeder, Ohio State University, prepared a study, "Which States Read the Most," in *School and*



From *White's Market Analysis*. Courtesy of McGraw-Hill Book Co.

Fig. 26—A striking method to show contrast between Iowa and other states in illiteracy, which implies a corresponding contrast in the intelligence of the literate populations. Similar diagrams can be devised to show many factors of interest to library workers in the county and state fields.

*Society*, August 25, 1923. Mr. Reeder found that the total circulation of the ten most popular magazines for the last half of 1922, in the various states, almost paralleled in percentage the number of men from the same states who passed the army intelligence tests, and also the percentage of persons by states, represented in *Who's who in America*. This article was

commented on by A. D. Keator in *School and Society*, October 13, who suggested that the difference in ranking of the states might be due to the larger rural population and the amount of travel done by the people. The idea that travel rather than school efficiency might be a leading influence was contested by Professor Bagley in a second article, November 3, which shows that the correlation was very high between magazine circulation in 1922 and school efficiency for the last forty years.

**State man power.** "Six hundred and forty sound Kansans or three hundred and sixty sound Rhode Islanders in every thousand of the male population of draft age. What would account for that vast discrepancy in man power in individual fitness? The answer is easy—Kansas is a great agricultural state; Rhode Island is a manufacturing state; Kansas is a prime example of selective settlement; some of the boldest and bravest of our people, North and South, rushed thither to make the new territory safe for abolition of slavery. But earlier some very good people went to Rhode Island—Roger Williams, for instance. The older state, from excellent stock in the beginning, has fallen away sadly in and through a history of intensifying industrialism, while Kansas, under conditions of life and toil more beneficial to the human race, has finally emerged as an undisputed leader of physical virility in America. In 1910 only seven per cent of the population of Rhode Island were French-Canadians. At home, French-Canadians show no such physical decrepitude as these Rhode Island figures. The reason Rhode Island is low in hale men and high in illiteracy and overcrowding is not race but industry. The same forces that are behind Rhode Island's goods output and capital industrially employed are behind her physical defect output." (Arthur Pound at 6th N. Y. State Industrial Conference.)

PART TWO

PUBLIC OPINION AND THE LIBRARY





## CHAPTER XI

### PUBLIC OPINION FOR THE LIBRARY

**T**HE library's response to public opinion. Good feeling among the public and the readers directly influences increase of book use. A service indifferent to public needs, and lacking the constant ideal of greater book use, does not make for good feeling toward the library. The library should be, in a way, more alive to public opinion than almost any other institution or organization; sensitive as to its standing in the community and to the approbation or condemnation it receives. This sensitiveness will be in behalf of the public itself; and a public library must, for the good of the public, be continually thinking about public opinion.

**Public impressions.** The public's impressions about all things, including the library, are general rather than specific. They are often based on an unexpected interpretation of insignificant facts or on curious ideas rather than on a correct understanding. One finds, for instance, such notions as the following: that working in the library is a sinecure, as the staff have an opportunity to read freely during a large part of their time; that a library (supported in fact almost entirely by taxation) is receiving all of its funds from endowments; that the library is full of radical, reactionary, or irreligious books; that its fiction is selected too carefully or not carefully enough; that one must pay for library service; that library books are full of disease; that only the "rabble" or only the wealthy use library books, etc. The more remote the individual is from personal use of the library, the "wilder" these opinions tend to become, but it is observed, too, that persons who use the library almost daily are often entirely uninformed as to the work it does, except that which they see at the loan desk.

**Based on actual service.** The truism that "the library is best advertised by the service it gives" does not disprove that

publicity outside of service is important; it reminds us that the most vital and far-reaching public opinion comes from the satisfied borrower. Printed publicity which cannot be backed up by service is worse than useless. This service means not only the specific answering of a certain request, but the spirit and manner in which the request is carried out or has to be refused. People are disposed to accept the absence of a book or the lack of material as being due to lack of funds, if it is explained to them by an assistant who is evidently efficient and interested and who knows her library stock.

**Based on newspaper publicity.** Outside of service and staff, the public's opinion is based more completely on newspaper articles about library books, service, and organization, than on any other one type of information. The value of having the whole-hearted support of local editors and newspaper reporters is evident, and this can best be gained by devoting time to discussing with these newspaper people (at their own offices as well as at the library) the purposes and policies of the library (Chapter 19).

**Attitude of community leaders.** Of all public institutions, the typical library is as little influenced by political interests as any, though there are notorious cases in which a library's entire organization has been demolished by injected politics, religion and personalities. Probably in towns where the newspapers are active in their support of the library, the same favorable feeling is found among the leading men and women of the town, who can influence powerfully scores of persons. Some plan of keeping in personal touch with a few dozen or a few hundred leaders is important in molding public opinion. This can be most economically encouraged by personal talks before various organizations, supplemented by personal visits as time permits.

In several cities library trustees have encouraged the plan of having groups of library users or patrons organized and definitely commissioned to carry out certain activities on behalf of the library. Such has been the practice of the children's department of the Providence Public Library for several years.

Similarly with the friends of branch libraries in Rochester and Cleveland. In Indianapolis the state law provides for the annual appointment, by the president of the school board, of a Citizens' Advisory Library Committee, which is considered a great asset by the librarian. In Boston a somewhat similar practice is in effect.

**Studying public opinion.** Encouraging remarks by friends, acquaintances, or occasional library patrons, may not express general public opinion. If all these friends and library users were asked frankly whether they had ever heard any criticism of the library, an honest reply might have some weight. But it is safer to go entirely outside of this circle, to discover leaders of groups who never use books or libraries, who are opposed to anything that can be omitted from the city budget, and who may be termed citizens of the "non-social mind." It is from such sources that criticisms generally come, and they may be based entirely on errors or rumors; but the conversations and attitudes that develop cannot safely be overlooked. "Looking for trouble" is important during campaigns and at election times. A study of ballots previously cast in different wards and precincts on tax levies for schools, parks or playgrounds will show a decided variation in general opinion in certain sections of a community, as explained in Chapters 29 and 30.

**Some factors in public opinion.** The librarian may well invest a few hours in studying public opinion, though in its relations to library work there is little to be found in print. The books by Walter Lippmann and President A. L. Lowell are illuminating, though hard to apply practically. The following are abbreviated from *Public opinion in war and peace*, by A. L. Lowell, with some additions in brackets:

"One of the reasons that two honest men attach different weight to the various factors in a problem lies in the degree in which their attention is directed to them. Attention is drawn to unusual happenings because they were unusual, and then the attention was occupied by them so exclusively that they came to be regarded as normal. Probably many popular superstitions [or ideas] arise from giving heed only to coincidences [or to



unusual instances often exaggerated for news purposes] and neglecting to observe the many more numerous instances where the coincidence does not occur. Lecky remarked that people do not disprove miracles; they outgrow them. In fact, few opinions are changed by being disproven. Attention is turned to something fresh, and an opinion is formed thereon which proves inconsistent with older ideas, and eventually expels those ideas.

"When a person receives an opinion from others without examination, its acceptance is often due to a desire to agree with those who present it, or with the general trend of thought which they represent. The opinion is accepted on faith, under the influence of desire. To a great extent people hear what they want to hear and see what they want to see. They associate by preference with people who think as they think, enter freely into conversation with them, and avoid with others topics that are controversial, irritating or unpleasant.

"An off-hand impression is not reached by weighing the evidence or arguments in the particular case. It comes at once on the presentation of the question. Yet impressions of this kind are highly important, for the conduct of life is based far more upon them than upon carefully reasoned opinions; and in elections and other public questions the great mass of men act upon them rather than upon opinions formed by conscious effort.

"An impression is often a more valuable way of obtaining advice than a request to form a deliberate opinion, since it shows *how the question is likely to strike other people* who will have only impressions equally rapidly formed. Moreover, the immediate impression shows what aspect of the matter *first attracts the attention* of the person consulted, and thus what seems to him at the instant the most important feature in the case. It shows this with probable accuracy, and it is by no means insignificant, because it corresponds to the ideas and impulses that are habitually dominant in his mind, to which he instinctively gives the most weight; and if

OPINIONS		EACH DAY A TELEGRAM REPORTER PUTS A QUESTION TO YOUNGSTOWN CITIZENS SELECTED AT RANDOM
<p>IT HAS been suggested that the branch library be placed on a large truck and taken to the people in case it is necessary to do away with the parks in Central square. This plan would provide for set routes thru the city at regular intervals.</p>		
<p>CHARLES SMITH, Parkwood: I think that's a fine idea. Many men don't feel like going to a library at the end of the day's work, but if they could get books at their front doors much more reading would probably be done.</p>	<p>they don't feel much like changing their clothes and going down town.</p>	
<p>JESSE REED, 325 Palmer: I'm heartily in favor of a plan like that. I think it's a wonderful project. Most men who work never have a chance to go get a book until they get home from work at night, and then</p>	<p>ARTHUR R. BARRIE, 226 N. Phelps: I don't see much sense in it. One library should be enough. I would suggest that in case it is necessary to remove the branch, it be sold and the proceeds be given to the community fund.</p>	
	<p>ROBERT CAMPBELL, Jr., Poland: I like that plan. If the people could know at what times to expect the motorized library and could really depend upon it, I think it would be of great value. I'm in favor of it.</p>	
	<p>WALTER J. BAILEY, 411 Oak Hill: It's a very good idea. I think the value of the library to the people should be increased by at least ten times, and the cost should be but little more.</p>	

Fig. 27—Snap judgments encouraged by editor whose own opinion is typical of the methods he encouraged; here, the idea of moving a 70-ton building around the city.

he is a normal person *these are the ones* that in the community to which he belongs are naturally, and in most cases properly, dominant." (The italics are the author's, to emphasize the value of making "test cases" among people one has never even heard of, who do not use the library and know little if anything about it.)

Also, in a different style, the following paragraphs from *Public Opinion*, by Walter Lippmann, with some additions in brackets:

"There are whole sections, there are vast groups, ghettos, enclaves and classes that hear only vaguely about much that is going on. They live in grooves, are shut in among their own affairs, barred out of larger affairs, meet few people not of their own sort, read little. [Surprising to the average librarian, who imagines that any newspaper stories about the library are widely read.]

"There are portions of the sovereign people who spend most of their spare time and spare money on motoring, on bridge-whist, on moving pictures, talking always to the same people with minute variations on the same old themes. They suffer from anemia, from lack of appetite and curiosity for the human scene. There is no problem of access to the world outside. Worlds of interest are waiting for them to explore, and they do not enter. [This is as true among laborers' families as among people of wealth and leisure. The library's opportunity to make a "dent" on such people is through their common groups, by talks at their club meetings, or brief articles, in the special group publications which they read, on topics or books that touch upon their interests.]

"If we cannot fully understand the acts of other people until we know what they think they know, then in order to do justice we have to appraise not only the information which has been at their disposal, but their minds through which it has filtered. [Librarians working in the world of ideas, where thoughts are carefully arranged and considered, find it difficult to understand such totally different habits on the part of great numbers of people.]

"If we believe that a certain thing ought to be true, we can almost always find either an instance where it is true, or someone who believes it ought to be true [and any number of people who will *say* they agree]. It is ever so hard when a concrete fact illustrates a hope to weigh that fact properly. When the first six people we meet agree with us, it is not easy to remember that

they may all have read the same newspaper at breakfast. And yet we cannot send out a questionnaire to 816 random samples every time we wish to estimate a probability. In dealing with any large mass of facts, the presumption is against our having picked true samples, if we are acting on a casual impression."

**The library's spirit.** Outside of ability to provide the material which readers ask for, the greatest factor in molding sentiment is the impression made by those who serve the public and the spirit with which they do their work. This touches practically every phase of library work; training, experience, personality of the staff. A library with a staff selected and organized to work effectively, together with the necessary machinery (for selecting, purchasing and preparing the books), kept running smoothly and simply, will reflect an atmosphere of helpfulness through all its departments, even those not coming in contact with the public. By promptness and friendly interest it will anticipate the needs of the reader and convince him that the library is ready and able to give him service of the most intelligent sort. There are many libraries in which such ideals are always alive, and it is a constant pleasure to serve or be served in them. Yet there are libraries which exert themselves very little toward the ideal of "service first" (which is one way of defining the well-known phrase "library spirit"), and are surprised that they get no better support. Others attempt to wash away in the oblivion of a sudden campaign of publicity all the memories of inefficiency and indifference to public opinion which have long existed.

**Staff impressions on the public.** Dress, speech, voice and tone, subjects of conversation between library workers as overheard by readers, appearance of leisure, waste of time (as in reading magazines or newspapers on duty), or failure to see that the reader is served, even when this is unintentional, are only a few points which come to mind, when one imagines himself in the reader's place, standing at the loan desk or card catalog. The assistants at the loan desk, generally the first to meet the public, are in some ways the most important

members of the staff. To regard this work as of a purely clerical or mechanical nature and thereby reduce the initiative, enthusiasm, and interest of the loan assistants is a distinct blow at "library spirit" at the very point where the public sees it most often. A smiling face and a smiling voice are greatly to be prized. The public is quickly aware of staff spirit, whether happy and enthusiastic, or disinterested and depressed. Personal relationships, teamwork, refusal to descend to petty attitudes in the differences which naturally arise in any work, loyalty to the department head, and insistence that there shall be no "department fences" in the large library, or family or neighborhood narrowness in the small library, are topics that are discussed in library primers and only recalled here because often overlooked by those who, sooner or later, will wish their library had the strongest possible hold on the community. They can notice these things when they buy goods at a store, but may not realize the public's reactions to the same conditions in their library.

**Staff meetings.** The purpose of staff meetings, regular or informal, is that all the workers may meet each other at a common table and get better acquainted, discuss and decide on questions of policy or method, or review and select new books. In general, the librarian is tempted to occupy the stage too much, and the staff to feel some constraint on free discussion. For this reason, librarians often arrange meetings with

**Authors at the Library.**  
BY MARY DYER LEMON.

There are two books at the public library, "Authors and I" and "More Authors and I," by Hind that have suggested our writing a book. It would be called "Authors and We-At Tea." We like to count over the well known authors for whom we have made a cup of tea here at the library. Our guest book is becoming daubed with all sorts of famous signatures.

Many times we may have handed "Fortitude," "The Duchess of Wexce," "Jeremy" and "The Golden Scarecrow" over the counter, in the very indifferent fashion that clerks measure unleached muslin for customers, but the moment we had brewed tea for the author Hugh Walpole, we hunted these books out for our patrons, assuring them that these stories were certain to please. For hadn't Mr. Walpole proved himself a most delightful guest at the library, picking up a tea cake off the tea table as soon as he entered the dining room, and setting us all at our ease to "swap" stories with him as with an old friend whom we seemed to have known always? Most generously he shared with us his travels, his experience in Russia, his friendship with other great writers. To meet him is to want to read his books. One feels his enthusiasm in life, his keen interest in all things human. He talks less about books than people. He spoke of the effect of the war upon Galsworthy, and quoted some one as saying: "Poor Galsworthy! He has sold his birthright for a pot of message." Many think Mr. Walpole's "Fortitude" his best novel, but I should not want to miss "Jeremy."

William Beebe was another delightful guest, although I must say that I think we were all quite as thrilled over his skill as an aviator and the fact that the day before he had "banged himself up considerably" by falling a matter of a mile or so in the air, as over his charm as a naturalist. But his book "Jungle Peace" straightway enjoyed a lively circulation.

W. L. George also has graced our tea table, after spending the previous hour in St. Clair park, presumably to jot down his impressions of America, but more probably to cool off! Englishmen,

Fig. 28—Part of a weekly column prepared by an Indianapolis staff member. The Indianapolis public comes to realize that the staff is really in closest touch with current literary news.



someone else in charge, and encourage departmental meetings. If the librarian feels himself one of the workers, and is not worried over such matters as authority, his staff meetings are likely to be more useful than is the case with one who refers to himself as "The Administration." Book talks, planning the work together, talking over questions of method, these and many other things can be done in a way that will arouse interest and enthusiasm. Valuable help comes from occasional visits or talks to the staff members by other librarians, local book-lovers, or workers in fields of interest akin to library work. Occasional joint meetings of trustees and staff produce new enthusiasms.

**Staff publications.** So important is professional enthusiasm and cordial relationship among the staff, that some of the largest libraries, including Boston, Chicago, New York, and Cleveland, have bulletins or news sheets prepared by and for the staff, in library time, and carrying largely "human interest" copy, revealing the interesting things done in each department. "The Library Log," semi-monthly staff news bulletin at Cleveland, is mimeographed on letter-size sheets, sometimes twenty pages, and is interesting enough to be printed in the newspapers. It is full of well-written items of news, incidents, poetry, humorous squibs, and personal items, more about the work and the readers than the staff. Its very size and quality tend to create a pride in it and in the library, and especially to give to each department a sympathetic understanding of the work of others.

**Staff representation in outside organizations.** Of recent years, with the growth of the idea that the library can best serve its community by keeping informed of its interests and needs, contacts have changed from academic theories to actual personal acquaintance through lectures to the staff by local authorities and by staff membership in various organizations. The 1921 report of the Grosvenor Library says: "The library was represented at state and national library meetings and gatherings of other learned societies. It has been represented at other meetings and on various boards and through its staff has

been in touch with a great number of organizations and societies. The staff personnel is such that the library can feel that it is favorably represented by their membership or presence. Among other organizations have been the Y. W. C. A., Social Work Conference, Society of Natural Sciences, University of Buffalo, College Club, Art Gallery, Historical Society." One cannot visit important public meetings in Cleveland without finding some representative from the library, who often speaks for the library and generally carries back to the staff some viewpoint from the meeting. The organization of this and other libraries into subject departments tends to give the department heads standing as specialists and hence new patrons are acquired and service expanded. Members of the Cleveland staff in 1921 spoke to 1,458 classes and audiences, numbering about 64,279 people. This number did not include 480 meetings at which a pending bond issue was discussed. Miss Eastman, Librarian, was kind enough to secure returns from staff members in response to the following inquiry:

"A statement of the connections of each member of the Cleveland staff with outside organizations would serve several purposes: (a) Justify the general theory that staff members, as representatives of the library, should be given time and opportunity for a certain type of outside connection. (b) Show the standing which certain of your department heads and more important members have taken as authorities in their respective subjects in the community. (c) Encourage other librarians to adopt a similar policy. Have you any such statement, beginning with the librarian and including any assistant who may be representing the library in any organizations, or, on the other hand, who brings to the library work the point of view from an outside organization without officially representing the library therein?"

The returns were taken at random during the vacation period. With few exceptions, every employee had some affiliations, ranging from church, school, college, and fraternal societies to art, music, engineering, scientific and literary societies of city, state and even national scope. The lists of connections

among the librarians and department heads are a revelation of the diversity and number of circles of usefulness that this library touches, and are of such interest that they deserve more detailed reporting in a periodical article.

**General orderliness.** While a pamphlet could be written on "library housekeeping," it is all summarized in a brief quotation from the *Wisconsin Library Bulletin*: "A well organized, well conducted, well kept library is its own best advertisement. It inspires confidence and awakens civic pride, while poor records, mistakes in charging system, slackness, lack of order, repel patrons." Make some staff member responsible for the appearance of each room or work space, and mark the calendar as a reminder.

**Staff practice codes.** A help in creating the good organization here called for, and doing away with the appearance of endless confusion about rules and practice, is the growing custom of setting these details down in black and white, so that



Courtesy Art Metal Construction Co.

Fig. 29—"Here it is, right in the book." And then they remember that the whole matter was discussed two years ago, and the directions written in the Staff Instruction Book. It represented conclusions carefully arrived at. And if a change is now desirable, "The Book" tells the whole staff what the new understanding is.

all may understand the same thing. Lost time and annoyance are saved thereby. From existing codes easily obtainable, any library can prepare its own. Similar practice books in the field of business suggest including: (a) something about the library's history, organization, its growth in stock, staff, distributing points, circulation, its policies and service; (b) a diagram or

statement of organization of the staff. These points may be left to staff meetings or other chance opportunities, but having them on record and accessible makes them a part of the library's "mind."

**Friendliness or formality.** By their imposing and dignified appearance some library buildings frighten and repel certain types of people. Coldness and formality in exterior, silent spacious halls and stairways without sign of life or interest cast a gloom over the man with a dinner pail.

When borrowers find the loan desk close to the entrance, with fellow users busily searching for and borrowing books, they feel encouraged to do the same. Replacing uniformed guards by interesting bulletin boards and exhibit cases, and encouraging visitors and even conversation in entrance lobbies would be a welcome step in some large buildings. Among the large libraries, that at Indianapolis best illustrates these newer ideals. In gold lettering on the glass panels of the front doors one finds these unusual greetings: "These doors open at nine o'clock"; and "Good books welcome you." In the Los Angeles temporary quarters, reached by elevators from the sidewalk level, it is not unusual to see women

I might take as the text of this preachment, the famous poem of Sam Walter Foss, poet and librarian, the last couplet of which runs:

Let me live in a house by the side of the road,  
And be a friend to man—

for the spirit and ideas of the poem are those that should dominate the friendly library.

**Architectural Assistance.** *1916*

I first knew the Washington central building, a few months after it was opened, there was not a book to be seen; all were in closed stacks or in rooms not visible on first entrance to the building. An alteration of the form of the main charging desk, the erection of shelves in the main entrance lobby, the installation of a case of "readable books," the improvement of the artificial lighting, the hanging of good paintings, the putting up of a few artistic posters, the presence most of the year of hothouse flowers (regularly contributed during the winter months from the Department of Agriculture greenhouses through the courtesy of the Secretary of Agriculture) have completely changed the aspect of the lobby, formerly forbidding, so that now it has a fairly homelike and welcoming appearance. Changes in other parts of the library have included the

Fig. 30—How one librarian made building changes so as to give greater feeling of welcomeness and informality.

wheeling babies in go-carts into the elevators and thence to the loan desk and stacks, and enjoying a few minutes on comfortable settees while examining their new books before starting homeward. There is no more formality than in a drug store, but rather, an all-pervading spirit of friendliness. Have things interesting and welcoming, all the way from the front doors to the stacks. The library of the future will go outside with bulletin boards and exhibit cases, as Cleveland has already done in its new \$4,000,000 building. (See Fig. 116 and discussion of new building addition at Providence, Chapter 3.)



**Use of library for meetings.** The great publicity value of auditoriums and clubrooms in central and branch libraries is too evident to need discussion here, especially as the practices of the last twenty years are set forth in detail in Dr. Bostwick's volume, *The American public library* (1923 edition).

**Signs.** A frequent adverse criticism of libraries, found in literature, usually in a humorous vein, is directed at their "Don't" signs—Don't talk, don't let the dog come in, don't misplace or replace books, don't wear your hat, etc. This forbidding note is out of place in a modern library, and more gentle and effective affirmative wordings have come into use: "Please give the grass a chance." Some libraries prefer some annoyance to using any signs. Such few signs as are used should be uniform in size, color, lettering and height, and should be printed or lettered by an expert. The library supply companies' catalogs will be found useful here.

**Stationery and correspondence.** The routine correspondence of a library has a definite effect on those who receive it, and even that sent out of town often brings favorable or unfavorable comments through various channels. Some attention is due appearance: simple and attractive letterheads are preferable to those often seen, filled with the names of trustees, librarian and department heads, of whom the reader seldom has heard or cares about. Someone signs the letter and that is the name that counts. Some appropriate design, if perfectly in keeping with the type and not conspicuous, is helpful. Embossed headings are criticized as extravagant. The arrangement and placing of the body of the letter should follow the ideas set forth by the specialists in the subject, who seem to agree that blocking the text in the center of the sheet is preferable to typing a few lines clear across the sheet just beneath the heading, and that single spacing a long letter is better than double spacing it and running over onto the second page. Also, half sheets should be at hand for brief letters and a plain sheet of matched stock be used instead of a printed head for second pages.

## CHAPTER XII

### THE POLICY OF PUBLICITY FOR SUPPORT

**T**HE preceding chapter describes the good-will which the people come to hold for the library as an institution if it serves them with skill and enthusiasm. The present chapter inquires whether the librarian and trustees will rest content with this unorganized good-will, or make a definite plan and effort to translate it into better financial support.

**The status of the library.** To ascertain just the place which the modern public library holds in the popular mind would require an extended analysis. Even in communities where the public library is rendering a very complete and effective service, public opinion toward it is affected by state- and nation-wide indifference toward libraries and their activities. Those who do not use the library are more susceptible to such indifference and adverse influences than are those who do, being unconsciously governed in their opinions by a lack of information or by misunderstandings that they have inherited from other communities from which they came, or from the scarcity of general newspaper and magazine articles on the value of public libraries and what they are doing. There has not yet been any national attempt made to show the American people the every-day value of books and libraries. Consequently, the people do not realize their value; and the individual libraries suffer in their struggle for support.

**Effect of national publicity.** The most striking example which libraries have of the usefulness of national publicity for library work is the statement adopted by the American Library Association Council in December 1921, calling for a minimum library support of one dollar per capita. Countless communities have used this statement with local newspapers, trustees, and appropriating bodies, whereupon library tax levies and appropriations have been increased in many cases. Similar consistent

national publicity could, within a decade, almost revolutionize the general public's attitude toward public library support, but it would have to be based on telling the people not about finances, but service, and making them realize the usefulness of an institution they now often visualize only as a building.

**Competition for taxes.** The period since the close of the war has brought a notable reaction against increased taxation, but a heavy actual increase in the amounts of tax levies. This question is one which the librarian needs to study locally for his own benefit. For example, what are present town, county and state tax rates and valuations as compared to five or ten years ago? The town treasurer or county auditor will know. The public schools probably hold as good a place in the public's heart as any department of government, and yet school authorities are disturbed by the tendency to cut expenditures of all sorts, including salaries and school buildings. The public library is therefore coming into a keener competition with other municipal activities, and is in duty bound to hold its own and forge ahead in working for adequate support with which to render book service to its community. It must rely largely upon itself and tell its own story.

**The vicious circle.** In every community there is a large, though diminishing class indifferent to library support, and there are some definitely opposed to it as a needless extravagance. These may be just as much opposed to the public schools (though they may not be open in their attitude), but most of them consider the schools as vital and the library as an unessential accessory. These people look upon library appropriations, as "spending money (through publicity) to ask the public for more money to render more service, which will form a new basis for asking for still more money." A librarian who takes the trouble to discover how large a class of such persons there is in his town will be convinced that a constant effort must be made to keep the public informed as to purposes and service.

**A logical policy.** Some librarians are not disturbed by an anxiety to render more service; others assume that such an

increase of service must be prefaced by larger funds; others hesitate for several reasons to "ask the public," possibly because of the labor and effort involved (inertia), or from a feeling that the public is not sufficiently interested (without ascertaining whether the public could become interested); still others take the curious view that if the people think the library should be better supported they will see to it without being asked.

It would be hard to find a logical argument against the policy which the most successful libraries appear to have adopted, namely, persistent publicity about books and library service, accompanied by publicity on the policies, plans, organization, finance, and status of the library, so that the public knows all about the library, feels a pride and a sense of ownership in it, believes in it, and is ready to give it a helping hand when it makes out a fair case for better support. But even so, there are library boards which are more attentive to keeping peace with tax objectors than to developing library service. The following statement has a pleasing sound but is ambiguous enough to excuse trustees from increasing their levies or energetically campaigning for more public support:

"While in Kansas the full power to make the tax levy for library purposes is in the hands of the local Board, yet in the long run no Board will approach this maximum unless popular acclaim approves such a step. And this approval can come only with widespread individual realization of library functions. The more general the use of the library the more general will be the moral support and community willingness to give without question the budget desired by the Board. How to get the budget is primarily a question of popularizing the library." (Report of Kansas State meeting. *Library Journal*, Nov. 15, 1923, p. 974.)

**No results without effort.** No sensible library board, even in the cases where the law empowers it to set its own tax levy, will go against popular opinion. But there is probably no community ready at the present time to volunteer appropriations for schools, libraries, roads or anything else. Some citizens will object even if many others welcome added taxation. The point



is to decide how active the "questioning" is, and how loud is the "popular acclaim." With public finances complicated and precarious today, it is futile to expect adequate library support (a minimum of \$1.00 per capita for 1924, not 1930 necessarily), without active steps to discover and answer the "questions" and to convert the "popular acclaim" into action by municipal board or council or at the polls.

## CHAPTER XIII

### WHAT THE PUBLIC SHOULD KNOW ABOUT THE LIBRARY

**WHAT to tell the public.** The most successful libraries show the beneficial results of taking the public into their confidence concerning practically every phase of their work. Board meetings are open for reporters; financial affairs are thoroughly revealed to newspaper readers; problems of organization and service are to some extent publicly discussed. This policy proves distasteful to a librarian who regards his office as his personal business, and resents any inquiries, criticisms or suggestions which imply that anyone else knows as much as he does about it. This latter attitude is inexcusable in connection with a public, tax-supported institution whose aim is to give service and continually to improve and expand that service.

**The policy of frankness.** A quotation from C. R. Miller, Director of Publicity of the Cleveland Board of Education offers helpful suggestions:

“As a public institution, everything in the schools should be open for public inspection. The schools and their officials and employees should not resent just criticism and even unjust criticism affords no good reason for a policy of secrecy. Some of the newspapers of the city have been of great service in interpreting the schools to the public. Occasional garbled, half-true or intentionally mischievous newspaper stories, while causing just indignation or regret on the part of school employees or officials, offer no sound basis for closing the door in the face of newspaper representatives.

“To a considerable degree the present policy of the board of education towards the daily newspapers is a change from the attitude that formerly prevailed. Some of the older school officials are not yet accustomed to keeping the door open to representatives of the press. The usual professional educator, in fact, no matter how fair-minded and frank, does not understand newspapers and newspaper persons. His mind is academic. He expects the newspapers to emphasize technical points of little interest to those outside the educational profession. The Division

of Publications is trying to make this type of educator see that the papers must print news which has a real interest for a public lacking the academic mind. What are the schools doing for the children and how are they doing it? This is the question the newspapers must answer. The reporter whose articles answer this question in a manner both accurate and interesting does much good for the school, for the public, and for his paper." (*School and Society*, May 5, 1923.)

**Surveys of libraries.** It is rather disappointing in the forty-eighth year of the American Library Association to discover no thorough survey made of any public library, put forth in printed form for the layman to read. The cause is doubtless plain lack of funds both for study and printing, in the face of demands upon every library for enlargements of its actual service. The notable pamphlets covering certain activities of the Newark Public Library (primarily for professional study and therefore not included in the list at the end of the chapter) and the excellent special articles appended to the annual reports of the St. Louis Public Library are the nearest approaches coming from libraries. A most unusual series of ten articles of this type, by a newspaper staff writer, appeared in the *Tacoma Ledger*, Aug. 26 to Sept. 4, 1923, when the mayor opposed a tax increase (Appendix, p. 397). Portions of these are reproduced in Chapter 14 (Figs. 33, 36, 37, 38, 41) and a set is on file at A. L. A. headquarters. These feature stories were carefully prepared from a study of administrative and financial problems, and in some respects are the nearest existing approach to what may be called a real survey critically made and published for the mass of citizens to read. A careful survey of the library's organization, finance, management, and service, such as has been made concerning school systems in a number of cities, would be of great value to any library and to the public. The survey of the Gary schools, for instance, was not only full of actual facts and statistics, but of comments, discussions, and explanations of the problems and theories that had been considered. As time goes on, the aspects of library service that affect public opinion will certainly become subject to widespread discussion by the public itself. This will be a

healthy sign, to be welcomed rather than deplored by any librarian who wishes his institution to develop. Careful surveys provide the basis for public understanding and broad criticism. They also preface any consistent program of publicity that the library may undertake, just as advertising agencies first turn their staff loose on a study of a commodity and its selling points.

**Benefits from a survey.** In Boston an incoming progressive librarian had the courage to call to his aid a committee of librarians from other cities, whose report contained the following:

"This Commission is deeply sensible of the library's inadequate income, and of the fact that some of the changes of policy recommended by us are in part dependent on the provision of adequate funds by the city. Professional librarians of training and experience cannot be attracted from other fields without the offer of adequate salaries. Proper training in connection with the library itself will cost money, whether obtained by affiliation or the establishment of a new department. This is undeniable. But we would point out that adequate support is itself to a considerable extent dependent on popular appreciation of the library's services. Public opinion has often forced, from a city government, reluctant support of a public institution. Now there is a general opinion among librarians, whether well-founded or not, that the Boston Public Library has not of late years retained its relative standing among American libraries. Its position was once one of preeminence, but it is so no longer. We find that this opinion is shared to a greater or less degree by many citizens of Boston whose influence should count heavily in such matters as these. It is possible that indications of a change of policy, together with a clear demonstration that further change must be dependent on increased income, might be effective in placing the public opinion of the city so solidly behind the library that adequate support would follow as a matter of course."

In commenting upon this, the annual report of the trustees states:

"The report of the Survey Committee has been discussed by the Trustees at several meetings. Several of the recommendations suggested have already been carried out by the Trustees. The conclusion that certain criticisms made in the survey report were shared by some citizens is not borne out by any evidence in the possession of the Trustees. No communication has ever come to the Board in the form of letters or complaint that



would indicate the existence of such a feeling in this community. The Trustees, now as always, welcome constructive criticism from any source over the signature of the writer, believing that the best way to accomplish things is to register your disapproval and opinion with those who are responsible for the conduct of the institution. The Board has an open mind on all questions affecting the Library and the more interest the citizens manifest in it the better will be the results."

This latter statement suggests a commendable spirit of open-mindedness. But the idea that everything has been done in building up one hundred per cent service because the Board has not received any letters or complaints is open to debate. In some communities the old-fashioned idea that a library is a storehouse of books rather than a service organization still exists to such an extent that the people would hardly muster up enough courage to complain about conditions, which in other cities, accustomed to good service, would be regarded as intolerable. It requires pressure from without to jar such a library out of its complacency. As this librarian said afterward, "There is undoubtedly great value in such a survey. The public notice which it receives is worth while, but more important is the reaction on the library itself. I hope in the not distant future that surveys may be made of some of our separate departments; we need it."

**List of existing surveys.** The following list of surveys of libraries, already issued either in printed or typewritten form, is presented more as an incentive to further developments than to offer any real example of a library survey in the form in which the public would like to have it. It will be noted that all of these surveys are very brief and incomplete, with the exception of the typewritten student's thesis by Dr. Chenery, surveying the Springfield Library. The summaries from Akron and Reading, made by persons unfamiliar with library problems, are most unsatisfactory because of their lack of information on local community conditions, and too, in the case of Reading, because of recommendations based on mistaken ideas of library service.

Akron Bureau of Municipal Research. Report on the Akron Public Library. 32p. 1920.

Cited for its lack of mention of community conditions as affecting library organization.

Boston Public Library. Report of commission to survey the library system. Annual report. Vol. 67, p. 8-13. 1919.

Example of ability of outside professional workers to see and interpret conditions which local trustees overlook.

Brown, M. W. & Haines, H. E. Social survey report on library facilities in Los Angeles. 11p. 1915. L. A. Public Library.

Gives most attention to features of administration and service which citizens would like to know about.

Reading, Pa. Report of a survey of the public library. p. 65-76. 1913. Prepared by N. Y. Bur. Munic. Research for Reading Chamber of Commerce.

A brief critical review of certain essential features of organization, finance and service, with brief recommendations, many of which could themselves be criticized. Typical of cursory surveys of a special field of which the "surveyors" have little knowledge, and whose recommendations would sometimes prove embarrassing.

Chenery, W. H. The Springfield (Mass.) City Library. 127p. typewritten, also tabulations. 1920. Student's thesis. N. Y. State Library School.

A preliminary study, not for distribution. Almost entirely technical. Certain sections, attractively presented, would give citizens a new appreciation of their library and its problems. Typewritten reports on the libraries at Columbus and Zanesville, Ohio, made by Mr. Chenery for the Ohio Council of Social Agencies, are not for distribution. They give a little space to community background.

Olcott, F. J. The Public Library; a social force in Pittsburgh. 22p. Reprinted by Carnegie Library from Survey Magazine, March 5, 1910.

A pioneer study in this field, occasioned by the Russell Sage Foundation's Pittsburgh Survey. Mentions especially population factors around branches and their influences on children's work.

Ayres, L. P. & McKinnie, A. The Public Library and the public schools. 93p. 1916. Cleveland Foundation.

Volume of the Cleveland Education Survey report. A study (with statistical basis) of quantity and quality of reading, its teaching methods, the library's part in grade and high school work, organization and administration of library service for pupils.

St. Louis Public Library. Illustrated supplements to annual reports.

Branch Librarians. The branches and their constituents. p. 39-110. 1912-1913.

Power, E. L. How the children of a great city get their books. p. 59-107. 1913-1914.

Powell, M. M. Making art popular through the library. p. 67-112. 1914-1915.

Wheelock, M. E. New books for old (rebinding). p. 71-117. 1915-1916.

Quigley, Margery. Where neighbors meet (library club rooms). p. 67-123. 1916-1917.

DeLaughter, Mrs. M. M. Reaching the readers in war-time. p. 73-124. 1917-1918.

Gratiaa, Josephine. Making Americans. p. 77-130. 1918-1919.

Mason, Mrs. Anna P. Showing off the library (exhibits). p. 77-95. 1921-1922.

Pilcher, M. L. Who's who among readers. p. 77-109. 1922-1923.

The best examples of a continued policy of interpreting the library and the community to each other, as an effective means to better service and better support. Popular magazine treatment. Dr. Bostwick says, "If necessary to reduce the size of this report, I should probably make some reduction in the official report rather than in these popular articles."

Of similar nature are the five-, seven-, and ten-year surveys in popular form, published by several libraries.

**Outline of a library survey.** The following chapter takes up in detail the various features of the library, its organization, methods, and finances, which should be carefully studied and presented in readable style to the public as opportunity offers. An article in *School Life*, February 1923, calls attention to the changing policy among school authorities in having surveys made by local school people rather than by outsiders, and this same method is doubtless applicable in library work. Few libraries can afford to engage experts from outside to come in and make a survey. They can themselves afford to make studies and reports from time to time on different phases of their own work. The obvious danger of this method lies in the temptation to see everything good and nothing bad. For this reason it may be better to engage outside authorities to make a brief study, first outlining questions and criticisms, then to have the detail work done by local workers, and finally to have the conclusions drawn up and submitted by the outsiders again. The conclusions, criticisms, and recommendations of experts who have no personal interest in a local situation are of weight in impressing the results upon the library trustees and the community.

## CHAPTER XIV

### PUBLICITY ABOUT ORGANIZATION, METHODS, AND FINANCES

**W**HO owns and controls the public library? The history of library development in America shows that the majority of libraries were started on a small scale, generally by contributions made in or through an association; that as time passed, these organizations became departments of city government or were taken over by school boards; and that their present basis of support, like that of the schools, is almost entirely from public taxes. While they may realize that libraries are rendering free service, great numbers of citizens believe they are financed by contributions or endowments. Constant reminders are needed, where such is the case, that schools and libraries are controlled by the public, and that the whole community has a part in their support. Link them together in such phrases as "The people's university"; "Beloit Public Schools—Beloit Public Library"; and "The Public Library continues the Public School."

**Trustees.** Similarly, where the board of library trustees are elected by the people or appointed by other officials who in turn have been elected by the people, the public naturally feels that such boards of trustees are directly responsive to public opinion. This situation should be brought out in frequent publicity. Compared with it, the type of library board of a self-elective or self-perpetuating variety can never hold the same esteem in the popular mind. Libraries which still retain the characteristics of a private institution are under a handicap; it is assumed that they are not as democratic as they should be, though the direct opposite is often the case. Men and women who would not consent to serve as trustees with others appointed for political motives or elected as a result of campaigns full of personalities and competition are found in many cases to be giving service of the most progressive and unselfish



type. Where there is any likelihood of criticism arising, it might be forestalled by publicity of a constructive nature based on the facts. An example of the unfounded mistrust of self-perpetuating boards is the following set of resolutions; its assumptions and statements illustrate group feelings based upon emotions aroused by false statements or exceptions:

Resolution passed by the American Federation of Labor at the suggestion of the Library Employees' Union of New York: "Whereas, We believe that public libraries are public utilities and should be owned, controlled and administered directly by the state or city financing such library; and Whereas, We believe the present low and inadequate salaries and intolerable working conditions in our public libraries are due to the fact that most of the libraries are under the control of private corporations who are not responsible to the community at large, although they are spending the public's money; and Whereas, Since the right of workers to organize in trade unions and to bargain collectively is recognized and affirmed by the United States government, that this right shall not be denied, abridged or interfered with by the employers of the library," etc. (See A. L. A. Proceedings 1919, p. 382.)

#### Ravennas New Library Building Which Voters Won't Support



Ravenna, Nov. 24.—Here is the new library building, just completed, for which Judge C. A. Reed of this city has \$25,000 in cash and other citizens donated upward of \$15,000, but which voters of Portage county declined to accept as a gift for the county to maintain. The vote was taken Nov. 6 on the proposition of creating a county library district of just a library building, "all dressed up and no where to go."

The public should understand the powers of the library board and the sources from which it derives its revenues, as well as its relations with the general city government and with the school organization. In some states there are several types of library organization so that adjoining towns are operating under entirely different laws and relationships. Difficulties arising in one community due to these relationships may

Fig. 31—The kind of publicity which injures libraries in surrounding towns.

create undesirable public opinion affecting neighboring libraries.

**Names and endowments.** Because libraries often are thought of as buildings rather than as service institutions, and because many of these buildings bear names of individuals, the public jumps to the conclusion that the library is a private institution representing the personal wealth, personal interest, or personal control of a single individual or a group of some sort; whereas, in fact, it is a public institution owned, controlled, and supported by the public. This mistake is often made in connection with the so-called "Carnegie" libraries, though the name was never used by direction or request of the donor, and neither Mr. Carnegie nor the Carnegie Corporation ever had any voice in their policies or operation.

"First of all, in getting a public library to function properly it is absolutely essential for the public to look upon it and think of it as *their* public library. When an institution bears the name of an individual, as is the case with the Hackley Public Library, extra effort is necessary to make the community realize this fact, for the best service can only be given on the part of the workers of the library and appreciated on the part of the public, when all realize that it is the public library of the city. To a certain extent an institution bearing an individual's name is frequently handicapped in getting this idea of community ownership across to the people, and particularly in the early history of the institution. This handicap might be illustrated by many examples from various cities of the country, where the library is referred to in the form of the possessive case of the name of the individual which it bears." (Rush-Ranck survey of the Muskegon Public Library.)

**Historical treatment.** These topics of library organization lend themselves to special "write-ups" on library history, for libraries and their activities have generally grown out of public-spirited ideals and purposes, and unselfish devotion to the cause of education. The story of almost any such institution is full of untapped "human interest" appeal. A library in an eastern city, upon changing its previously archaic policies under a new librarian, won new confidence and support partly by a series of illustrated newspaper stories taking up the work of its



that a great organization has been built up far beyond the needs of the work. All stories on the subject should bring out the efforts, with definite comparative figures, that have been made to transact the greatest amount of work at lowest expense. (This does not imply inadequate salaries.) Begin with the library ofice and the diversity of its functions, such as approving staff schedules, interviewing candidates for positions, having daily conferences with department heads and supervising staff members, ordering supplies, answering a stream of telephone calls, attending to the outside relationships of the library—these and many other duties contingent upon carrying on a business of maintaining a book distributing system, in which every item is a piece of public property. The business side of the library's work makes an interesting subject for publicity, for many of the problems are almost exactly those of a commercial business, even to motion study, good-will and efficiency. The public should also understand the skill and training required

## **LIBRARY CRISIS IN TACOMA NEARS WITH BUDGET SUBMISSION**

**Announced Intention of Mayor Fawcett to Lessen Income  
for Civic Institution Brings Question Whether City  
Desires Changes; Writer Presents Facts**

**By E. B. SNYDER**

**D**OLS Tacoma want the policy, management and organization of its public library changed? In the interest of a reduced budget for 1924, shall the librarian be discharged, a clerk at lesser salary be moved up from somewhere to take his place and the salaries of library assistants be trimmed?

Here is a question for Tacomans to be considering well just at this time, when the budgets of the various city departments are about to go to the council for consideration. It is pertinent at this time because of the announced intention of Mayor A. V. Fawcett to seek a reduction in the library budget for 1924, with the avowed end in view that the librarian shall be forced out and salaries of assistants be cut considerably.

**MAYOR MAY LACK STRENGTH**

Of course it may transpire that Mayor Fawcett, a body of citizens who assert that

## **STATE LAW CREATED TO TAKE LIBRARIES AWAY FROM POLITICS**

**Boards Would Make Institutions Perform Valuable Service  
to Public Without Factional Obligation, Says Ledger  
Writer; System Prevents Willful Change of Staff  
Members**

directors of the mayor must be the superintendent of schools.

The library board meets once a month. It has regularly elected for its secretary the librarian, who also by virtue of his post serves as the executive secretary of the organization, charged with the general management of the institution, subject to the will of the board. The librarian is the technical advisor of the board, as in common library practice. He is given by law the right to employ and discharge assistants in the library, subject to the approval of the board. He himself is an employe without contract, civil service or other protection and serves merely during the pleasure of the board.

At the board meeting the librarian presents a memorandum of information covering all matters which the board is likely to want to know regarding library affairs where no action is needed. He also presents a memorandum of things for the action of the board, and a statistical report of the work of the month preceding.

**Work of Librarian**

The work of the librarian has already been outlined roughly in speaking of his relations to the board of trustees and his powers as the executive head of the institution. As the library has been likened in a previous article to an adult continuation school or university of the people, the librarian may be compared to the superintendent of schools, except that in Tacoma he performs also such clerical and advisory service to the library board as the secretary of the school board renders to that board, though of lesser extent.

The librarian as the executive head of the public library is naturally dependent upon whose personality, vision and energy must depend in large degree the extent to which the library extends itself into the life of the community beyond the obvious and easily-recognized channels of service.

As he is interfered by routine taking all his time, he is the one who has the opportunity to maintain contact with the public beyond the library walls and thus gain a perspective of community needs. To a degree he must become the advertising manager of his institution, devising means by which the public is attracted to greater use of its own storehouse of entertainment and knowledge.

Fig. 33—The headings of the first two articles in an important series written by a newspaper man to tell the public why their library needed more money. For a statement of the situation, and other stories from this series, see p. 110, Figs. 36, 37, 38, 41, and Appendix.



to select, classify and otherwise prepare books for use and to keep them in good physical condition. The circulation department being most familiar to readers, should be explained in the greatest detail, particularly in regard to the skill required in handling the public's demands. Many borrowers never come in contact with the reference department, and its functions must be pointed out in contrast to the more popular type of work in the circulation department, giving interesting examples not only of questions asked, but of how the information was located (Chapter 31).

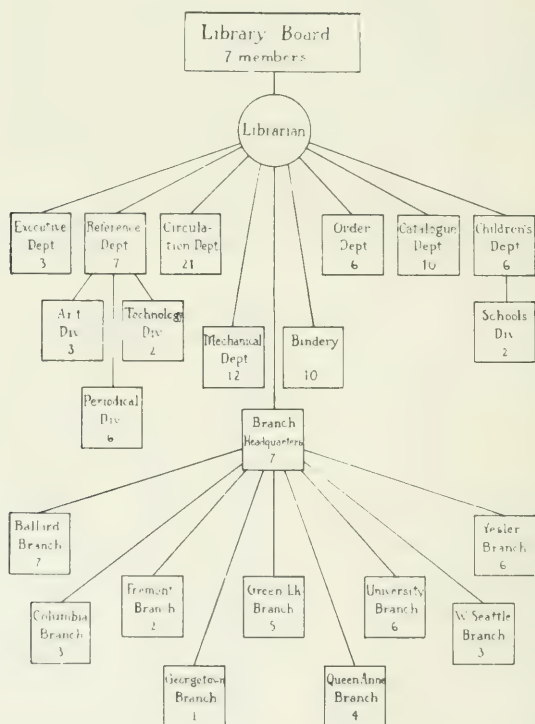


Fig. 34—Sample of a diagram showing library organization, Seattle. This layout over-emphasizes the importance of the branches, because each is given a separate square. Another arrangement of such a diagram could have a long horizontal line, placing preparatory and overhead departments above the line, and below it the departments which work with the public.

Work with children and in the schools needs to be described in connection with the school organization. The adult is easily appealed to by the thought of children reading good books, and this appeal can be developed in many interesting ways, especially by discussing book selection and the general movement to encourage better authorship. The idea of the "laboratory use of books in the schools" and the minute way in which supplementary books tie up with school subjects in present-day school and library inter-relations is a new thought to most citizens and taxpayers who left school even a decade ago. Outline the branch and station distributing system using maps or diagrams to emphasize its geographical extent and the number and diversity of its agencies.

**Equipment.** This would cover building and other real estate, the furnishings, the book stock and its value, and some mention of the various special collections owned by the library. Often these items represent gifts for lands or buildings, and recall interesting stories of the labor and effort that came from devoted citizens.

**Staff.** The subject concerning the library on which the public needs most enlightenment is the work of the staff itself. General public opinion holds to the idea that all public positions are both easy and well paid. It also holds vaguely to the idea that even if library workers are very busy, it is all "red tape" of an unnecessary and inefficient sort. Among preliminary subjects which can be taken up here are: number of full-time assistants; method of their selection and appointment; the work of the training class or whatever method the library uses to train its own junior assistants; how the work is planned to be handled by the smallest number of workers. Charts of duties or functions of different departments are useful. One of the most helpful publicity devices is a careful statement or analysis of the training, experience and duties of each member of the staff. In 1919, a librarian encouraged a petition from his staff, asking for salary increases. He presented this to the trustees for approval and they in turn passed it on to city council for action.

The librarian then prepared a detailed statement, of which the following are typical paragraphs:

"REFERENCE ASSISTANT. University graduate. In charge of reference filing, preparation of books and magazines for bindery. Most of time spent in looking up questions for the public. Has a wide knowledge of books. Similar work in other libraries pays \$100. Present salary, \$75. Should be increased to \$100.

"CATALOG ASSISTANT. Graduate of high school and library training class. Assists in accessioning, cataloging, and preparing books for circulation. Technical work requiring speed and accuracy. Present salary, \$65. Should be increased to \$80.

"LOAN DESK ASSISTANTS. Four in number. Graduates of high school and library training class. All of more than ordinary intelligence and ability. Like all the rest of the staff, their hours are from 9 a.m. to 5 p.m. or from 1 to 9 p.m. Working under constant pressure, assisting in the details involved in circulating 300,000 books per year—charging, discharging books, looking up books for readers, sending out overdue notices, telephoning reserves on books, registering new readers, and keeping records of all the circulation and the 25,000 borrowers from the library. Present salaries, two at \$50, two at \$55. Should be increased to \$75 each."

When the finance committee of council met, each member having received at home a copy of this statement, they appeared much impressed and proceeded to set some of the salaries at even higher figures than those asked for in the petition. Later they secured unanimous action of council to transfer city court funds to cover the increases.

It may be helpful to show comparative figures as to circulation per assistant locally and elsewhere. (See A. L. Bailey item in Bibliography.) Show how the library avoids having professional assistants at high salaries do work (such as shelving and repairing books) that can be handled by volunteer assistants or by persons at small salaries, including school pupils. Staff meetings should be described, along with a statement of requirements for staff self-improvement, corresponding to similar methods that are used in public school systems; also what provision is made for such study, whether or not on library time (and the reasons therefor), by reading or by correspondence or at summer library school classes. Indianapolis always secures newspaper publicity on its staff conferences, partly because there is always an outsider among the half-dozen speakers. Staff activities and memberships in professional organizations can be outlined in a way that will interest the public.

These staff topics provide occasional news stories, which on the one hand may indicate the standing of the local library in the profession, or may fall to the opposite extreme and give the undesirable suggestion that Miss So-and-So is too often mentioned in the society columns, or that a large group from an over-sized staff has been wasting time and travel costs from the taxpayers' pockets, in useless junketing. Good news stories on the subject would help to set them straight.

"The communities which support libraries expect that their best trained people shall contribute some of their time and energy to the national development of the library movement and they are far-sighted to their own gain. It is such contributions to the national work that have brought the American library movement to its preeminence among civilized countries." (*Publishers Weekly* editorial, July 1, 1922.)

#### METHODS

**What the library is for.** From time to time, and in any survey of the library, the community should be told what the library conceives to be its own object in the world, and by what methods it accomplishes that object. This may seem very elementary, and yet the public as a whole has little idea of

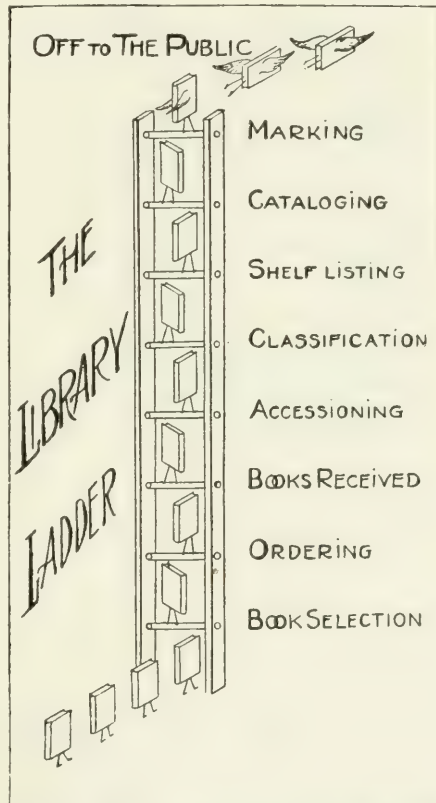


Fig. 35—Pratt Institute library school book ladder. A simple but effective way to show the public the various processes through which new books have to go. Try to find any wording which would tell this story so quickly or interestingly without a picture.



## LIBRARY HELPS CHILDREN HERE

Intelligent Service Makes Department Great Primary School

Note—This is the fifth in a series of articles by a Ledger staff writer on conditions in the Tacoma public library. The next will appear in an early issue of *The Ledger*.

By E. B. SNYDER

The children's department of a public library is the primary section of that great university of the people into which the public library has evolved in America. It is that wonderful school for the young where the pupils themselves select their own curriculum, where nothing is read because it "has" to be read and where fancy can roam at will.

Those who understand child psychology or have simply a common experience knowledge of child reactions can appreciate what freedom in the children's library may mean to the expanding mind. To preserve this sense of freedom and yet subtly guide and entice the youthful reader into the best channels of literature is one of the problems of the children's librarian.

He tends various organization meetings and speaks on children's reading. The co-operation of the children's department follows the child into the home wherever possible. The building up of home collections of the best books, the sort that will stand rereading, is encouraged. This is for two reasons: First, because the possession of books is an incentive to their use; and second, because there are some books which a child can properly learn to love and think of throughout life as supporting friends.

Through "Children's Book Week" observed just before the general holiday

of humor and that less easily named appeal and approach to children which establishes bonds of respect, acknowledgment of authority and yet friendliness.

The training must include a knowledge of child psychology, of means for attracting and holding child interest and of children's literature.

Inasmuch as the children's librarian is working with the plastic material of human intellects and souls in its most impressionable state, it follows that the higher the type of such an artisan, the finer the product which goes out to find place in the citizenship of the country and to add its contribution to the progress of the world. Tacoma, nor any other community, cannot afford to stint in supplying the services of its children's library.

### Importance Realized

It was the importance of the child in the library which led the first Tacoma library board to seek first of all for a trained children's librarian, as it set out to put the city's library on a modern footing. That the first choice

As it is, during the rush hours of the Tacoma children's department, which occur between 3:30 and 5 p. m. on school days, the department librarians dare not leave the enclosure within which they are kept checking books in and out, else they are immediately surrounded by little borrowers seeking help and advice of their own accord. The fact that routine must crowd out so seriously at times the higher phase of library work among the children reveals a deficiency of the library.

### Still A Problem

No new book goes on the children's shelves until it has been read by one of the children's department librarians and new books are made the subjects of weekly conferences of the staff.

### Many Duplicates

A large number of duplicates are contained in the children's collection of books. Some of the old stories still have the largest circulation. It is the effort to keep the old stories of known value and child influence as actively bound as possible, that they may compete on an even basis in outward show with gaudy and less worthy books. Some of the old time books, also, are old-fashioned and unattractive because of the funny old-style illustrations in them, and so the library has purchased the newer editions with illustrations by the best modern illustrators. "Little Women" with illustrations by Jessie Wilcox Smith is relieved of the suspicion of being out of date. So with Stevenson's works, and those of Dickens, Cooper, Page and others. Illustrated editions of the best adult books serve to make these more attractive and bridge the gap between juvenile and adult reading. A great many biographies help in this bridging.

— Tacoma, from "Little Wo-

the purposes of the modern public library; it still remains to many a mere building and a collection of books, mostly fiction and juvenile stories. As aids in publicity, it is well to keep on hand any chance quotations from the bulletins and circulars of other libraries and from magazine articles, etc., dealing with the usefulness and importance of books in general, and of the public library, to print with appropriate bulletins, news items, book lists, etc. These can be altered to fit the local need, if original ones cannot be produced. Indicate, also, how the local service is based on community conditions, such as type of population, the organiza-

Fig. 36—How book selection is emphasized in publicity on children's work. Adults seem never to tire of hearing about this subject.

**Book preparation.** The general principles followed in selecting library books, as well as all the methods and problems which arise in the routine of book purchase, make a hundred interesting stories which the public would eagerly read. In a survey they should be given some space. In newspaper articles, particularly, the problems should be so discussed as to omit controversial topics, such as questionable fiction. Such facts as the percentage of total funds devoted to books and of book funds

devoted to new fiction, reference books, juvenile, branches, etc., can be outlined, and emphasis placed on the increased use of classed books. Give descriptions of the various guides and reviews that the library uses, and how they are compiled or edited. Outline book buying and preparing methods—steps taken to get the lowest prices from local dealers or New York jobbers, thereby saving the extra billing and shipping expense for small packages; how the library gets bargains (e. g., the great reductions in “agent” sets which the library can secure from “pick up” houses); promptness and frequency of orders and time consumed in getting books after ordering; efforts to place new fiction in circulation on the publishers’ release date. The routine of recording, classifying, cataloging and getting books ready to use is one so intricate in its details that it has to be presented in very brief and general form for newspaper use. In a library survey, however, this routine should be analyzed with a view to showing that, in the local library, the total cost of the various processes is at the minimum. It will be discovered that there is a dearth of literature on this subject, and

## SELECTING LIBRARY BOOKS IS BIG TASK

Purchasing and Cataloging Latest Volumes Is Important Work of Two Departments That Public Know Little About but Are Indispensable to Service

**Note**—This is the sixth in a series of articles by a Ledger staff writer on conditions in the Tacoma public library. The next will appear in an early issue of The Ledger.

By E. B. SNYDER

**F**EW Tacomans realize the work which must be done before a book makes its appearance upon the shelves of their public library, ready for their use.

In preceding articles the work of the circulation, reference and children's departments has been taken up separately, that the full scope of these departments might be seen. The public is to a greater or lesser degree familiar with these departments of the library, however, because it is through their direct intervention that service is rendered.

### DEPARTMENTS PUBLIC NEVER SEES

What is less well known is that there are two other departments of the library which the public never sees, yet without the service of which the other three departments would be impossible.

One of these is the department of purchasing. Just how intricate a problem the purchase of some particular book may be cannot be realized unless it is taken into account that there are around 1,000,000 different books in English, outside of translations, and many of these run through a number of editions. The data and character of an edition, the publisher and cost and the possibility of obtaining it through certain channels at reduced price enter into the preliminaries of book purchases. Voluminous book lists and trade catalogs are required to conduct the investigations.

Besides the purchasing, the order department of the Tacoma library performs many other duties, as checking and vouchering bills, sending out fine letters to delinquent borrowers, doing stenographic and typing work, repairing and retreating worn books, checking daily receipts of newspapers and periodicals to see that all copies are received, also various reports and bulletins, discarding worn-out books, sending out books for rebinding and repairing them for the shelves, on returning substituting in other departments during vacations and emergencies and doing many other varied things which, in the total, actually take much more time than the purchasing.

**Choosing New Books.** Certain publications are received weekly, giving lists and short reviews of new books. These publications are sent to the librarian and each department head in rotation and each executive

checks against those titles which in his or her opinion the library should purchase. The public is always invited in the Tacoma library to suggest or request the purchase of books not in the collections and these requested titles with the checked lists come to the order department. The order department then proceeds to look up all the information about the books that is pertinent to ordering.

Once a week a meeting is held in the office of the librarian by the librarian and his department heads and the requested books and checked lists are gone over for united consideration. The surviving list of books for purchase is then submitted by the librarian at the next meeting of the library board for approval. In cases where a book is wanted immediately, however, the librarian takes the responsibility of ordering without awaiting approval.

Recent years have made book purchasing a more serious problem for all libraries than ever before, owing to the greatly increased cost of books. It is doubtful whether these governing library finances have taken this item sufficiently into consideration. The increase in the price of books today over prices of 1914 has been found to average 80 per cent. All the finesses of book buying—waiting for enlarged discounts, buying at auction in the big Eastern publishing centers, watching second-hand sales and what not—don't make a cent's worth of difference.

**Making Classifications.** At the time that the order department sends for a new book, it also sends to the Congressional Library at Washington, by means of a catalog card of that book. Library practice has been sufficiently standardized to make possible the use, by practically all libraries, of the government catalog card, printed for nearly every book existing in the English language, to follow by author, title and subject. In

Fig. 37—How book selection can be made interesting to the taxpayers. They learn here of the skill and knowledge required.





required to handle public property as such and to serve the borrowers. The feeling is common that there are too many workers in the library, too much red tape. The question of red tape should be settled at this point, possibly by enlarging on the following thoughts: Every individual book is a piece of public property and in a library it is different from every other book, not to be handled in dozen or case lots. The borrower must know (through the catalog) what books the library has on a subject, whether it has any certain book, and if so, where it is located on the shelves. Library records will tell him whether it is in or out of the building, lent to some branch, who has the book, and when it should be returned. If not brought back, the records must show the fact and provide for a system of notices and messengers, fines and other devices to bring back the property which another reader may be awaiting. All of this routine is now practically standardized among the libraries of the country, and until some radically important short cut may be discovered, it is probable that the bulk of it represents an approximate minimum. It then can be shown that, having reduced the routine to the minimum, the work is organized and distributed so that each portion will be done in the most economical way by the lowest salaried assistant who is competent. The library, then, has a very good case to present in asking for more support. The circulation work would also include some mention of the problem which every library faces in supplying sufficient copies of new fiction. This touches on the question of reserves for fiction or classed books, the philosophy of the rent collection, and gives a chance to mention the publicity which the library carries on to increase the demand for the older fiction and for classed books.

**Special problems of the loan department.** In Chapter 19 there are several interesting examples of newspaper publicity intended to announce certain new methods so that the public will accept them understandingly. Recurrent in every library are



such questions as censorship of fiction, charging for the reserve privilege, the idea of charging rental for certain books. Any new regulations which are likely to be the subject of question

or criticism should be discussed as fully as possible in the public press before becoming effective (except where silence would be the better policy). Among the examples of stories shown are a number for increasing the reading of classed books. None of these are headlined so as to show that the library wishes or asks people to do more reading, but all of them are in the form of news. They assume that people will read these books, if they know about them, or, better still, if they hear about the demand already made for them.

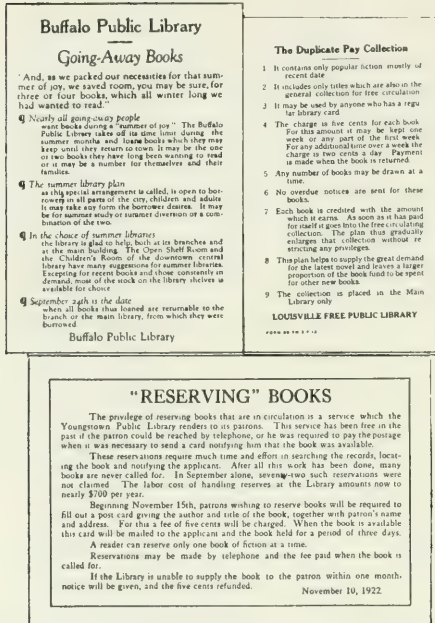


Fig. 39—How three libraries have told their readers about new regulations or new service in such detail as to satisfy them as to the reasons. Small slips given away.

**Reference work.** The service phases of reference work are more carefully covered in Chapter 31, the present object being to suggest the topics which relate to the policies and problems of the reference department as such—the activity and expense of reference service, the difficulty of collecting statistics on many of the questions looked up, due to the great variation in importance of these questions, some needing only a moment's search in the *World almanac*, others requiring hours of research by highly trained assistants. The training of the reference staff should be

emphasized. One way is to give publicity to any national or out-of-town recognition which the reference librarian may receive in her own work or as a result of participation in state and national library organizations. Frequent interesting stories can be run about the various collections and equipment of the department, such as vertical files of pamphlet material, college catalogs, directories, government documents, etc. The diversity of requests presented by the public is always a fruitful subject for publicity, and this can be carried further to show the division of the work among the staff members. Bulletins and annual reports of other libraries are prolific sources for interesting examples and incidents. The Cleveland *Open Shelf* and the staff bulletins of the few libraries which publish them are especially useful. These sources are suggested because few libraries take the time and trouble to keep a record of their

### SUNDAY'S LEDGER

Will tell about the unfortunate and humorous plight of a Jersey town whose lone policeman was appointed Chief of Police and whose Mayor holds the sway of several Hohenzollerns and Mikados. Be sure to buy The Ledger Sunday for that will be only one of the numerous interesting things.

### OTHER FEATURES INCLUDE:

A Daring Inquiry Into Why the Daughter of a Chicago Millionaire Balked Twice at the Altar

Movie Music Obtains Niche in World of Art.

Newark Library Finds Book "Rippers" Worse Than Book Thieves.

ate of a Girl Bachelor Who Hunts a Home in Newark

### AND MUCH MORE BESIDES

P. S.—I of socia to pleas who rea Daddie who fine Just to

#### Man Who Tore Books Taken From Library Fined \$50

Peruence on the part of Ralph Richards of 93 Summit street, which led him to tear to ribbons two books from the Free Public Library in a family

ages sure l sis and ther Jews

#### Install Library Turnstile As Many Books Disappear

Losses of books, mutilations and irregularities in the registration of volumes belonging to the lending department of the Free Public Library led yesterday to the installation of a turnstile at the entrance-exit of that department.

#### Handiwork of Vandals Shown at Library

Vandalism in Newark has left its mark upon the shelves of books at the Free Public Library—so much so that John Cotton Dana, director of the institution, arranged a display of the work of vandals on a number of the city's books. The exhibit which opened yesterday is in the lending department.

#### Charges of Book Thefts from Public Library Are Verified

Charges made by several score of the 300 persons who appeared at Central High School Saturday to take the civil service tests for the position of court attendant that books relating to the subject of the examination had been stolen from the Newark Free Public Library, were verified today after an investigation by the library authorities.

Fig. 40—Newark's frank policy of newspaper publicity to discourage book vandals. Some libraries would have been tempted to keep these occurrences to themselves. Newark has told the world that people are stealing and cutting library books, and feels that the results were successful.

own reference queries. Several libraries tell the public about calls on the staff members for help because of their special knowledge in some field, possibly outside their own departments. All special activities should be noted from week to week—any lists that are prepared, whether in typewritten form for

## REFERENCE SERVICE OF TACOMA LIBRARY GROWING IN DEMAND

**Bookshelves of the Department and Trained Attendants Make Information on Limitless Variety of Subjects Available, But Facilities Allowed in Present Building Make Most Efficient Functioning Impossible, Says Writer**

Note—This is the fourth in a series of articles by a Ledger staff writer on conditions in the Tacoma public library. The next will appear in Thursday's issue of The Ledger.

By E. B. SNYDER

**WERE** you, Tacoma housewife, to find yourself in need of a particular kind of cake and unable to find it in your cook books, would it occur to you to ring up your public library for the recipe?

Were you, Tacoma automobile owner, to decide to make a new top for your car, would you think to go to your library for instruction on the job before undertaking it?

Were you, Tacoma merchant, seeking to improve your salesmanship form, would you turn instinctively to your library for expert advice?

Were you, anybody in Tacoma, interested in knowing when ice cream was introduced as a confection, would you remember that your library is the repository of all manner of information?

The chances are more than even that Tacomans, faced with questions such as these, would not go to their public library, where a department is maintained for just such service as has been indicated. For the majority of citizens have not yet learned of the use of the reference department, or at least the full possibilities of assistance which it offers.

### LIBRARIES ORIGINATED FOR REFERENCE

Libraries existed for centuries if, and to make available technical knowledge.

Indeed they cannot be said to have arisen, mainly as sources of reference, yet the possibility of expanded service in the modern library is nowhere greater than in the reference department. In passing from its older form

that use of the reference department is growing on Tacomans. There were 2,075 more questions asked than for the year previous, a gain of more than 23 per cent. The telephone was used for making and answering 1,536 of the total number of inquiries.

Certain classes or groups of the community have sensed the possibilities of the reference department in the way of aid, but others, among them those who might make the most practical use of it, are still indifferent. Thus the club women of the city have grown to make good use of the department, while the merchant or business man takes roundabout means of ascertaining what the night find out quickly through his library.

The women of 22 clubs send their program regularly to the library and the reference department assembles material for each of the papers which are to be prepared by club members, ready for call. The department thus supplies material for at least 325 papers a year for the women alone. For the programs themselves are sometimes made up with the aid of the librarians.

### Make Up Speeches

Debaters are others who learn to make full use of the reference department, particularly debaters from the various schools and colleges of the city. Even out-of-town debaters are accommodated when they give notice of coming and attend in a group on Saturdays. Besides debaters, men from all walks of life who are called upon for addresses seek out the treasures of the library, and many a telling Tacoma speech is legitimately enough the reflection of library wisdom.

The wide range of the subjects on which aid is sought at the reference department is indication enough of the scope of the service. Taking a day haphazard from the records of the department, it is found that 13 inquiries were answered on February 29, 1928. Among the subjects of these calls for information were the following: Modern Spanish literature, spelling and meaning of "periscope," measurements of the "perfect" chemical patents, humorous stories of Washington, population of Jersey City, costumes for a St. Patrick's Day party, systems of legislation, when did Seim

Lagerlof receive the Nobel peace prize, history of New York state, the present government of Australia, poem "Rage and Blacksmith," history of France, climate of Glenn county, Cal., interesting places, life of Sir Walter Scott, Ku Klux Klan, municipal ownership, Irish authors, difference between decorative and industrial art, fortune telling, feature writing, the metric system, firing order of eight-cylinder engine, city manager plan, and elections in Oregon.

### Perfect Organization Necessary

A list of questions such as this, representing merely the routine day's grist, must divulge at once two requisites of the reference department, one, that to give information on such an innumerable list of subjects, a vast amount of knowledge in the form of written words must be at the command of the library attendant, and second, that to be able to locate this material in the information desired at any time, expeditiously, must require a perfected system of arrangement and an availing of more than average intelligence and ability to operate the system and interpret as is often required, the facts which are brought to the surface.

As with the education department before discussed, the duties of the reference department are of a great variety and require the possession of a great patience and ability to maintain a calm and courteous attitude in the face of irritating circumstances. It is a duty of the library that the attendants are to assume that someone in the collection of records of thought in the institution is somewhere writing about everything that a Tacoman can do as far as every industry and in the utmost diligence directed to finding the book, perhaps only the few paragraphs of a book, bearing on the inquiry.

### Public Sometimes Unreasonable

The extent to which the public sometimes expects the resource of the library to extend is nevertheless astounding and when an intolerant attitude is combined with the unreasonable expectations, the service of the assistant must be steady. For the past year or two Tacomans have been unusually interested in genealogies and family trees.

One citizen, a widow, with a name almost as good as Smith, became so busy about 1926 and was so anxious to trace his genealogy that he came to the library about 1926 and was so busy that he could not keep a record of all persons coming into the country.

Besides time given with an unlimited patience in reference department libraries should have unusual qualities of sympathy, patience, nerve, and good memory. With all these and other qualifications it is a matter of years of training to develop a highly effi-

Fig. 41—How the reference department is explained. Compare with Cleveland circular "Does the public library pay?" which is devoted to reference work, but from another angle. Another section of the book is devoted to publicity, for encouraging larger use of reference facilities.

local club use or for more important purposes; the addition of considerable material to the vertical file, or its annual revision, etc.

**Distributing system.** Publicity on the branch and station system is covered more fully in Chapter 31. The following enumeration, however, will serve as a reminder of subjects for occasional publicity, as well as for systematic surveys of the library's work; the development and present status of branch or

station system; policies and future plans; buildings, locations, with summary of neighborhood conditions and requirements; rented quarters; factory, drug store, school and other stations; arrangements for their housing, equipment, heat, light, janitor service; staff, number, selection, schedules; book collections, fixed or traveling; types of service to public; relations to central as to catalog, loans, reference work; use of buildings for community purposes; methods of cost keeping for each distributing point and per-circulation cost; basis of establishing and discontinuing stations.

## FINANCES

**Discussion essential.** For many reasons and on many occasions, it is essential to discuss financial problems in a way the public can understand. Certain misconceptions and prejudices constitute problems with which the library, along with

Fig. 42—Two devices to keep patrons informed on library progress. Both are posted on library bulletin boards and kept up to date. The Muskegon method is much more complete but has to be studied more closely. It interests the people from different parts of the city.

## Watch Muskegon Use More Books

## How The Library's Usefulness Grows

## Books Lent, Month By Month, 1920 to 1925

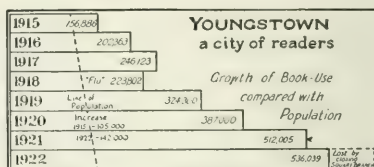




other public institutions, has to contend: (a) General dislike and prejudice against taxation itself and therefore against all public departments which use public funds, even schools, parks, hospitals. (b) A notion that all persons connected with publicly supported institutions are, more or less, grafters and poli-

### TEN YEARS GROWTH

Volumes in library		Gain
1910	128309	
1920	335509	161%
Annual circulation		
1910	649611	
1920	1828496	181%
Circulation per capita		
1910	2.74	
1920	5.79	111%
Number of borrowers		
1910	41963	
1920	80481	92%
Population		
1910	237194	
1920	315652	33%
Receipts from city		
1910	\$146538	
1920	\$277676	90%
Salaries		
1910	\$62275	
1920	\$192240	209%
Employees		
1910	94	
1920	158	68%



GRAPHIC REPRESENTATION OF CIRCULATION OF BOOKS

November 9, 1911-June 30, 1916

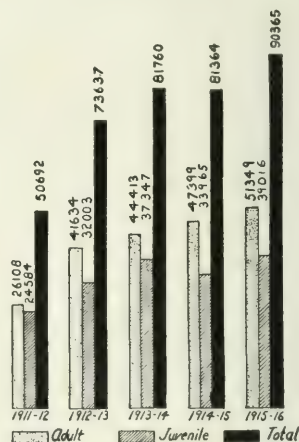


Fig. 43—Three methods of showing library growth: (a) Ten years' growth in Seattle, shown under eight headings. (b) Youngstown compares population and circulation growth. (c) Pottsville compares adult and juvenile annual circulation.

ticians. This feeling sometimes extends to library workers, public school teachers, principals and superintendents of schools, and is illustrated when such questions arise as supplying a principal with an office assistant. The public has no idea that much clerical work goes on in the principal's office, and it must be taught the economy of supplying this sort of help to set the principal free for the supervisory work of which he is capable.

(c) A notion that the library worker's job is mostly looking over books or even reading them. The outcome of several campaigns, discussed in the Appendix, indicates that failure was due to these ideas in the minds of city officials (e. g., Tacoma, 1923, where the mayor asserted publicly that anyone could give out library books and that was all there was to do in the library). It is only by persistent publicity on these questions of service expenditures that the general sentiment for adequate support can be created. It is not necessary to be constantly bringing up the question of library salaries, but on certain occasions (in annual reports or when comparative statistics are issued which the local library can cite, together with its own ratings) the facts should be brought out so as to create a favorable sentiment.

**Comparative figures.** All libraries are handicapped by a dearth of comparative figures and standards, hidden away in library reports and periodicals. Larger libraries for several years have had the advantage of the statistical tables published in the reports of the Washington, D. C., Public Library. The tabulations of the A. L. A. (published in its Bulletins), of the U. S. Bureau of Education (promised for 1924), and of a few effective state commissions, Indiana, Illinois, New York (in their bulletins), are also available (the latter indispensable in comparing smaller libraries). As statistics of this sort are constantly being revised, and are not indexed in any one place, it is necessary for a library to keep a memorandum so that it can refer to them. The pamphlet by O. R. H. Thomson on library budgets, A. L. A. 1924, will be especially helpful in preparing newspaper stories and statements on all financial subjects. The Washington, D. C., report for 1914-15 contains a table showing comparative expenditures for schools and libraries.

**Total and per-capita.** A flat statement of library expenditures may prove unfortunate, as few citizens have any idea of relative and just standards of support. In a city of 200,000 population, many people would be distressed by the mere sound of \$100,000 per year for library work, though this represents only one-half

the per-capita support called for by the resolutions of the A. I. A., and some cities are spending as high as \$1.25 and \$1.40 per capita. These per-capita figures are therefore highly valuable to justify the claims and requests of a library which is being poorly treated, for they arrest attention and set a new standard. A large per-capita circulation with low per-capita cost makes a happy combination for publicity, while cities receiving a high per-capita support may find that fact rather difficult to use to advantage. Their opportunity would come through advertising their "circulation unit-cost," that is, they may be circulating a much larger proportion of books, compared with the national average, than their per-capita costs would warrant. They are therefore rendering a greater service for the given expenditure than are other libraries. The circulation cost may be brought out in a slightly different way in cities having a large circulation at a small per-capita cost. Libraries having high costs per circulation and per capita may be able to bring out their registration per capita, or even more effectively the amount and value of their reference service, etc.

**Emphasizing the small costs.** In Chapters 29 and 30 there are some examples, for campaign purposes, of ideas for showing how small is the comparative expenditure for libraries. Other ideas include: (a) Comparison in dollars and cents, or on a per-capita basis, with school, total municipal, and county taxes, and with any special items which will show the library item as small; (b) the same thought carried out in diagrams, especially the "pie-diagrams"; (c) comparison of library support per annum with expenditures for cigars, sodas, movie tickets and other luxuries; (d) comparison with cost to each person of buying the books he borrows; (e) cash value of reference service to an average individual or in some striking individual case.

**National average.** The tables prepared every year by Dr. Bowerman show that the national average per-circulation cost, among the large libraries at least, followed a slightly fluctuating course, averaging about twelve cents, between 1910 and

1920, in spite of greatly increased cost of labor, books and material from 1916 to 1920. Figures since 1920 show a slight increase. There are librarians who deprecate any study of these figures or the factors affecting them, claiming that to do so is to cheapen the quality of service given. This argument would hold in no other business and probably warrants no consideration among librarians. Certainly the public is entitled to understand these factors and to be aware of the local library's standing on each of them. If the national average per-circulation cost is increasing, the reasons must be analyzed, and so must the local factors. One obvious reason for the increase in library cost (which is very slight as compared with the increase in school costs) is the general increase in all costs and the decreasing value of the dollar. As no one seems to have made any detailed study of these factors, we must pass this subject with the general observation that as time goes on the cost per circulation and the per-capita cost of library service will considerably increase, because of the increasingly intensive type of service rendered (especially reference work).

**Factors in reducing costs.** The public as well as library officials should be acquainted with some of the efforts made to render a larger service at a given expense. Among these are:

(a) Simplifying the routine or "red tape" so as to cut out every unnecessary record and process (pages 119-121, 127).

(b) Arranging the physical layout of the work, especially in catalog and other preparatory departments, to eliminate all lost motion (page 125).

(c) Cutting waste in supplies, light, heat, etc.

(d) Omitting purchase of expensive books seldom called for, which may be borrowed from larger libraries, and giving evidence of prudence and economy in book purchasing.

(e) Securing bids and getting the lowest discount on books (page 125).

(f) Lowering cost of repairing and binding; repairing done promptly in the library by untrained worker; repairing and



resewing of books by visiting specialists three or four times a year; binding at lowest cost according to specifications of the A. L. A. Bookbinding Committee (binding done at a smaller per-volume cost may be a greater expense to the library if the books will not stand up for as many circulations as they would at a larger binding cost).

(g) Purchase of reprints and certain new fiction in reseeded or reinforced bindings. These questions and those under (d) require a study based on the reports of the A. L. A. Bookbinding Committee and are affected also by distance from dealers and binders and time that will elapse while books are out of circulation.

(h) Especially the assurance that each part of the work is being done by one whose training, qualifications and salary do not warrant her doing anything more valuable. One of the criticisms of the present organization of library work made by the much discussed "Williamson report" to the Carnegie Corporation was that college and library school graduates are doing too much clerical work. The criticism applies justly in many libraries, from top to bottom. In many cases, however, the combination of clerical and administrative work is not only advisable, but essential. How can one decide? Only by a study of the staff, the division of the work, the consideration of every possible method of handling each particular job. Some libraries have developed the plan of part-time assistants to handle the less specialized parts of the work. Newspaper clipping, pasting, labelling, collating of magazines, etc., is done by school boys and girls, and even by volunteer workers. Such methods are affected by the qualifications of the various persons involved. Some department heads, for instance, have a genius for organizing and directing the work of such untrained people while others would spend more time and energy than the equivalent to the value of the wages saved. Obviously the librarian who only guesses that he is getting the best results for the money is in a poor position for promoting publicity on a subject in which the taxpayers are vitally interested.

**The library budget.** Whether it profits to give frequent discussion to the library budget is doubtful. There is too little space to explain adequately the large percentage of total expenditure devoted to salaries. In 1923 a lengthy statistical table prepared by Mr. Bailey of Wilmington gave 65 per cent

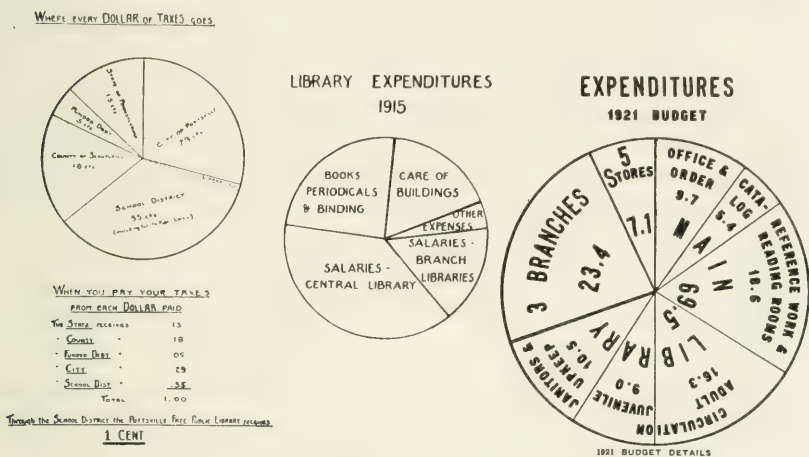


Fig. 44—Diagrams illustrating (a) proportion of all tax funds devoted to library support; emphasizes the littleness of library cost. (b) division of library budget among chief items of expense. (c) Spokane diagram showing expenditures for different portions of the library system. Horizontal lettering would have been better.

as the average for salaries and service, although some libraries were spending as much as 75 and 78 per cent. All of these figures show a marked increase since 1910 for the reasons suggested above. The natural reaction of an ordinary citizen, however, when he discovers that 65 or 75 per cent of the library's money for a year has been spent on salaries, is to hit upon the notion that there are either too many workers in the library or that they are too highly paid, or not effectively employed. Therefore two facts must be pointed out in detail in addition to the library's attempts to reduce costs specified above: First, the number of workers does not begin to take care of the demands of the public; second, the salaries paid to assistants are still only about three-fourths of the salaries paid

to school teachers of the same training, ability and experience. Librarians can hardly publish instances, but they can keep such in mind for general statements, as illustrated by school teachers who have had only a high school training and one year at a Normal school, getting \$175 and \$200 a month, as compared with graduates of a two-year library school course plus college degrees, who are handling policies, orders, and property, developing public opinion and support, directing a corps of assistants, supervising stations, in cities of 50,000 or 75,000 people, and receiving \$150 per month. Such examples are easy to recall and should be generalized upon, in supporting library salaries. If it is true, as is the case in many libraries, that practically every member of the staff can take a better paying position (and an easier one, too) in her own community or in some other library, that should be told to the community. The Detroit monthly bulletin, *Library Service*, January 1, 1920, gives an excellent statement on the inadequacy of salaries, with a minimum personal budget. The issue of April 1, 1921, in discussing pensions has some good paragraphs on the problems of training and keeping good assistants. Further factors in average and local budgets are discussed in Mr. Thomson's forthcoming pamphlet. Where possible these should be brought out favorably to the local library. In 1923 the Seattle library, faced with a \$25,000 cut from the year before and a decrease of \$10,000,000 in tax valuation, presented its case by a mimeographed one-page statement, sent to all public officials and leaders and the press. With this was an interesting set of mimeographed facts on nine catalog cards, which were doubtless carefully read.

**Emphasis on service.** The successful way to secure publicity on finances with reference to salaries is by constant emphasis on the amount of diversified and technical service rendered to the public. Cleveland has set the pattern for this in amount and interesting style; its reports, bulletins and even some lists are full of examples. Repeated statements are needed that a library is neither a building nor a store of books, but a

service plant to get books into use and to find the material which the public wishes. This is especially true with the preparation of books and in reference work. The diversity and amount of detail work in preparing and handling the books must be pointed out. The public may be reminded that every book is an individual thing; that books are not handled in dozen lots like bricks; that each is a piece of public property to be accounted for at any minute. Suggestions for discussing these points are given earlier in the chapter, but the matter is repeated here on account of its close connection with the topic of finances.

**Publicity about gifts.** Although the question is sometimes raised as to the effect of money gifts upon tax appropriations, no definite statement was found that endowment funds, cash donations or other special methods of financing have interfered in any way with library appropriations or caused their reduction or a failure to increase them. Some of the larger libraries have frankly embarked on a policy of seeking endowment funds (especially for books) over and beyond what they may expect from taxes. The 1922-23 report of the Cleveland library gives a good statement for publicity purposes:

“Looking ahead, it is easy to forecast that the time will soon be at hand when the library will have to stand still, or even recede, unless the proceeds of taxation are supplemented by gifts from our wealthy citizens. By creating funds, the interest of which should be devoted to the purchase of books in special lines pleasing to the donors, the creators of the fund would place their names beside that of Mr. Carnegie as perpetual benefactors of the city. It is difficult to imagine any way in which the welfare of the city, as a community, can be more advanced than by helping in carrying on all library work. The work done by the schools is recognized by everybody, but the work of the library goes along with that of the schools until the conclusion of the school age and it then continues the work, carries it on with those who have been through the schools and adds to it work for those who have not had the advantages of the schools. It continues with the individual throughout life. It helps him not only during his formative years, but after he goes out into the world and becomes a member of society and assumes the cares and duties of family life.”



This is the statement of a library now receiving \$1.07 per capita, and there is a natural reaction against increased taxes at the present time which may justify this policy. On the other hand, the future may prove that \$2.00 or \$3.00 per capita for library service will be considered entirely reasonable by a public which in the meantime has learned to depend more largely on library books in its day's work. In any case, however, the opportunities in and the demands on any progressive public library are always far in excess of what can be met out of public funds. Though past experience has proven the general tendency to support out of tax funds the very libraries which in early days were financed entirely as charities, there seems no conclusive reason why the effort to secure special endowment funds should not go hand in hand with the attempt to increase tax levies.

PART THREE

THE TECHNIQUE OF PUBLICITY



## CHAPTER XV

### OBJECTS, COSTS, AND PRINCIPLES OF LIBRARY PUBLICITY

**D**EFINITION. Library publicity comprises all the efforts and methods used to inform the public as to any phase of the library's work, its books, service, administration, or needs. It is devoted both to telling about books and about the library as an institution. One librarian defines its objects thus: "To interest the public in the library, to keep it in the public mind, to make people favorably disposed toward it, to teach them its opportunities, to impress them that within its limitations it serves them to the best of its ability."

**History.** The general movement for library publicity began within the last twenty years and its history has never been narrated. While this would be an appropriate place to develop the subject, space does not permit. Conversations with various librarians during the last ten or fifteen years have given the writer the impression that the earliest efforts in this line were made by Mr. Dana of Newark and Mr. Wright, then of St. Joseph, Mo. The first volume of *Public Libraries* (p. 231) reports that at the 1896 A. L. A. Conference "the exercises were resumed and the first feature of the program was a paper from Lutie E. Stearns on her favorite topic, 'Advertising a Library.' Miss Stearns believes that using all the means of modern advertising is a legitimate and dignified proceeding for any public library." The issue of June 1905 contains a four-page article on the subject by G. F. Bowerman. The A. L. A. Publicity Committee was established in September 1905. Mr. Dana's publicity efforts were largely furthered by and centered about the notable examples of typography done on the printing press in his own building, by the series of pamphlets describing the Newark library's practice, and by the newspaper and magazine space given to the Business Branch. Printed posters and printed slips were especially stressed. Without question the publicity



ADVERTISEMENT

# talks

## on marketing

### by Hoyt's

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JANUARY 25TH, 1922

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#### Advertising Sells Soap & Museums

ADVERTISING has a much bigger, broader use than merely to sell merchandise. Advertising will continue to sell soap and tooth paste; but it will in the future play a constantly increasing part in the selling of ideas or the molding of public opinion.

In the past, the molding of public opinion has depended largely on the news column of the newspaper, speakers on the platform, and the circulation of pamphlets. None of these are adequate. The news pages of the newspaper cannot be expected to carry the story correctly, completely and without bias.

#### New York Robbers

value of a newspaper there Exchange column of a New York advertising, to the entire news States.

New York has a wonderful Public Library, but the people do not use it to its full extent. Through advertising, the trustees of the library could sell a greater and more progressive use to the public.

#### Why not visit the Museum?

THE Metropolitan Museum of Art is one of the most wonderful institutions in the world, yet the trustees were obliged to report a deficit of almost \$100,000 for the year 1920. They reported an attendance, in 1920, which was greater than 1910, but which was only slightly greater than 1914, and not so great as 1909. In other words, more people attended the Metropolitan Museum eleven years ago than in 1920. Advertising would sell this Museum and its value, to the public, in a way that would prove advantageous to the public and to the museum.

More and more, advertising will be used to solve unusual problems. More and more, it will be used to tell political

**Hoyt's Service, Inc.**

PLANNED ADVERTISING

Registered U. S. Pat. Off.

ideas and activities of Mr. Charles E. Rush, while connected with the libraries of Jackson and St. Joseph (Michigan), Des Moines, and Indianapolis, and of Mr. Charles H. Compton, while at Seattle and St. Louis, have been largely influential in developing the present widespread publicity work in American libraries. Their methods have been not only carefully planned, striking, effective, and continuous, but, through publicity accounts in the library periodicals and through committee activities, have drawn the attention of the profession to the subject.

**As a policy.** When the enormous possibilities of a public library and its books in any typical town or city are compared with what has actually been accomplished in that town in the way of making the library a vital part in the life of every inhabitant, it is plain that the necessity for publicity is an overwhelming one. If we believe, and we all do believe, that the library should play this vital part, then we are committed to a never-ending campaign of publicity. In other words, publicity is a necessary and legitimate part of the work of every public library.

And accordingly, every library, in duty to its community and to itself, is justified in setting apart time and funds for this work. Buildings and books, and even the knowledge of books, are all only the preliminaries to accomplishing what an Argentine student of American libraries has called "the social penetration of the

book." A program, arranged by calendar, and careful selection of projects which are timely, appropriate, and of proven merit in similar circumstances (Chapter 17), with an appropriation of 5 per cent of the total library budget, has been urged by other writers, and seems a logical recommendation.

**Purpose.** The primary object of publicity is to tell the public the things which it will benefit them to know. There is no motive involved in this other than the desire to make the library's service as widely known and used as possible. A library which claims to be efficient can hardly justify a policy which neglects to tell the people unceasingly what kind of books and service they may find at the library, not merely by distributing lists to a small circle who are already interested, but by attracting the attention and arousing the interest of the far greater number who can be encouraged to begin to use library books. Despite the newspaper reports of library events, a large percentage of intelligent men and women know of the library only as a name. A well-known business man, after hearing a library talk at a city chamber of commerce meeting, said, rather apologetically, "I don't use the library because the rates are so high." Certainly there must be many ill-informed citizens who imagine they cannot use their free public library for the same reason!

Among the thousands who already use a large public library, very few have any conception of the variety of work done, or the service they can secure if they ask for it.

THE DETROIT NEWS, SUN

## NEWS A

### 'SELLS' LIBRARY TO THE PUBLIC

Muskegon Man's Ad Campaign  
Aimed To Show Citizens  
What They Have Free.

TELLS 'EM WHAT TO READ

MUSKEGON, Mich., Dec. 2.—Selling a library to the public is the purpose of a campaign now being conducted by Harold Wheeler, librarian of the Hackley Public Library here. To make Muskegon "the possibilities of the library," Mr. Wheeler is conducting an "advertising" campaign. The "advertising" campaign were but advertising are being used public by the Hackley Library. The campaign is meeting to use the "advertising" to the Hackley Library.

There was a time when people approached the library with a feeling that they were asking a favor in asking for a book. Now the people are being solicited and when they visit the library the attendants take great pains to "sell" certain books and to interest the patron in the library itself.

An information bureau was established so that busy men and women could call for lists by telephone and obtain the information desired. Questions were answered. Finally, the library was closed for three weeks. Curious detractors mocked. The "Silence" signs were removed. The library today is doing everything but taking the books to the home and it is going all ways in this. It is establishing substations at all the schools so that books can be obtained more easily.

Then finally Mr. Wheeler decided on the direct advertising campaign. He says he is letting Muskegon people know for once that they have a library.

Once they have been impressed with the idea that the library is for all the people and that it is a cheap way to obtain an education they will use it, said Mr. Wheeler. Books that are not used are so "sold."

Fig. 46—What the public thinks of library publicity. An interesting account of a library's attempt to make itself useful. Its efforts taken as sincere and approved by the public.

**Extensive and intensive.** Library publicity may be extensive enough to reach the greatest possible circle of prospective borrowers, and it may be intensive enough to persuade those who already use the library to use it more fully. As library publicity seldom includes fiction, it increases the use of classed books more than of fiction. It increases reference work, too, almost as much as circulation. In general, the emphasis of library publicity should tend toward those who remain outside the library walls. It may be safely aimed at prospective rather than present patrons, for the persons who are already using the library, or have in time past made use of it, will usually be reached by the same publicity devices that are adopted to reach new patrons. But both circulating and reference librarians will be equally interested in publicity which has as its goal a gradually improved quality of reading for each individual borrower, and the growth of the "library habit." Finally, a reference librarian will discover that the highest type of intensive library use, for definite research and serious studies, may be cultivated by publicity demonstrating the work of the reference department, and concerning such tools as *The Industrial Arts Index* and other equipment of which readers have never previously heard. (See also Chapter 31.)

**Reaching one hundred per cent.** If we make a rough analysis of the population in a city, we will be especially impressed by three things: First, that less than a fourth of the people have library cards; second, that there is a large percentage of people whom the library can never hope to reach directly in the way of permanent service; third, that the percentage of people whom the library can and ought to serve is much larger than the percentage of people already served. (See *New York Libraries*, May, 1924; also author's article in *Library Journal*, April, 1914, since which time a number of libraries have reached a registration of 25 and 30 per cent of the local population.)

**As an economy.** Publicity will reduce the cost of circulating each book. A slogan of the Associated Advertising Clubs a few years ago was, "Advertising lowers the cost of distribution,"

as true in library work as in commercial merchandising. Given a library building, a stock of books, and the organization to make them available, the next step for the library is to see how many people it can encourage to read good books. Each book represents not only a cash investment in itself, but its portion of the greater investment that went into the cost of building and building upkeep, of preparing the book for use (this probably averages at least 40 cents), of shelving it and keeping it in repair. If such an investment is visualized, and multiplied by the number of volumes in the library, no librarian can feel conscience-free unless he is bending every effort to secure the greatest return in book-use. It is rarely possible to secure exact figures on the results of publicity, either in business or in library work. Many libraries, however, which have invested from 1 to 2 per cent of their total annual expenditure in library advertising have had increases in book circulation of from 10 to 30 per cent during a single year. This increase may not have been due entirely to publicity; enlarged book purchases, heightened interest and efficiency among the staff, unemployment in local industries, or even weather conditions, may also have contributed. In a reasonably efficient library, a 5 per cent expenditure on publicity might result in 30 per cent increase in circulation of books in one year. No library, so far as can be discovered, has spent more than 3 per cent in this way. If the total circulation of library books before and after the publicity is compared and divided by the total expenditures for the two respective years, arithmetic will show that the cost of circulating each book has actually been reduced.

**Costs.** Statistics on library publicity appear not to exist, either as to costs or results. Some libraries which formerly imagined themselves opposed to organized publicity are publishing book lists, arranging exhibits, and engaging in numerous projects of pure advertising. New York, Cleveland, Detroit, Indianapolis, Boston, Los Angeles, among others, have highly skilled persons, who as "Editors," or under similar titles, give all or some definite part of their time to the essential, useful



task of encouraging more people to use more good books. Total costs include: cost of time spent by librarian in initiating, supervising and sometimes editing the "copy"; cost of time in preparing lists, circulars, exhibits, etc., including selection, annotation, typing, preparing "dummy," proof-reading, arranging for distribution; cost of printing; cost of postage or other methods of distribution. Numerous libraries issued bulletins of new books long before "publicity" as now understood was thought of. Temporary conditions in a library, such as sudden arbitrary or unexpected cuts in appropriation, may actually forbid publicity about books, because it would add to the already great burden of the staff. At such a time publicity about the library itself may prove the solution of the enigma, as has been proved in many cities, though such brief, enforced efforts are handicapped and even defeated by failure to preface them with a consistent, continued policy of informing the public. No library has yet expended so freely on publicity as to probe the "law of diminishing returns," though occasionally a specific project may be undertaken with so little forethought as to prove a poor investment.

Another factor is the immense value of the service gladly rendered to libraries, free, by all sorts of organizations, business concerns, classes and individuals. Without this, much publicity would be impossible for the poorly financed library. For many reasons, including the pleasure actually expressed by these cooperators in furthering community interests and education through the library, it is believed that such cooperation should be actively encouraged and invited. The following statement is appropriate in those frequent cases when merchants and others would like to help if not afraid of setting a troublesome precedent:

#### **Statement of Exception for Public Library**

"An exception is made to public libraries, which may request privileges or favors denied to others. Public libraries are not business, charitable, nor semi-religious organizations, privately managed or supported. They are like the public schools, owned, controlled, and supported by all the people. They render free service to the entire population, and in this respect are even more

completely public servants than the schools. Their publicity is devoted to increasing this service to the public, and not to asking the public for anything, nor for carrying on any propaganda. Obviously, they further no private or business interest. As no other organization has been found of which these same things are true, and as the results are to the advantage of the whole community, this exception is made."

It is economy to have the work, all or part, done by the lowest paid assistant who is capable of doing it. Posters with illustrations cut out and pasted on, and with hand lettering, made and used inside the library, are great time-wasting temptations. Sometimes it will be cheaper to have poster lettering done by a professional and pay him for his time, than by a library assistant at her salary rate. An ordinary small window exhibit can be planned, materials selected, cards worded and everything packed in an hour, and set up in a half hour. But the lettering, if done at a shop, will be delayed. Send the copy one day early by mail or volunteer messenger or assistant at lunch time, or telephone it. When asking for the window, save delay by telephoning for interview. Arrange by telephone about time and instructions for delivery. By such planning some time can be saved, and the same idea applies in other projects. Book lists, library reports, and other items can often be printed in the newspapers with no expense whatever, instead of following the usual practice of publishing in separate bulletins or pamphlets. Book lists can be largely prepared by capable assistants, with careful direction and practice, and the final editing done quickly in the office.

#### SOME PRINCIPLES OF PUBLICITY

**The enthusiasm of sincerity.** Sincerity implies an enthusiastic belief on the part of the library that it is saying something worth while and true. "All the sparkle and persuasion and drive of good advertising comes when the person who wrote it was so filled with belief in his subject that he couldn't wait to get his enthusiasm down on paper. You can strip an advertisement of almost anything else—beauty of form, clarity of expression, taste of arrangement, excellence of idea—and still you will

have something left, something that will reach out and grasp people, if your advertisement rings true."

**Backed by service.** Publicity that is intended to create a demand should be anticipated by securing a reasonably sufficient book stock. Large libraries buy additional copies of titles which they feel certain will be popular, but small libraries find it hard to resist the temptation to purchase as many different titles as possible within their appropriation. The "reserve system" is also worked out to take care of the demands to some extent. Many libraries purchase additional copies of classed books when a stated number of reserves have been filed by readers. Have duplicate copies of general classed books and the older novels that will be in demand three or four years hence, and then use these titles for publicity work—such as lists of "Good old novels that everyone likes," or "Books as interesting as a novel." Even though several copies of these books are bought when the list is issued, they will by no means become dead wood if they have been carefully selected. The foregoing suggestions apply in the city of 50,000 and upward rather than in the small town that has neither the funds nor the demands. Those who are disappointed when asking for certain titles on distributed subject lists are not often critical, for they realize that the books are popular.

**Motive, good or bad.** There are motives in library publicity which, to say the least, are unsuccessful: (a) Newspaper stories in defense of some library method or service that has been criticized, so written as to imply that the library fails to admit what the public concludes; (b) Statements of self-congratulation, in reports or news stories. The general public is not interested in personalities and is willing to give credit to an institution that serves to the best of its ability, but not to one which frequently "pats itself on the back." The reports of the librarian to the community should be no more complimentary than would be those made by a critical committee of experienced library surveyors coming to the local library to analyze methods, costs, and results.



*Photo by courtesy S. D. Warren Co.*

Fig. 47—Aim some of your publicity “copy” at this man. A good solid type; he probably has a steady job and a family, is paying for his home, looks at things in a practical way, is ready to “try anything once.” Can you get him interested in using library books? Not if you tell him the same thing you would tell a book lover or “fiction fiend.”



**A definite aim.** Advertising aimed at no particular state of mind falls on deaf ears. Meet in person some members of the particular group that is to be reached, and tell them about books, thus finding out their response to the idea of reading. Stand in a crowd and imagine the mental states of those who surround you, as on a busy corner or in a ten-cent store. Nothing can bring a librarian's publicity ideas down to earth so effectively. Those who prepare publicity should occasionally spend an hour visiting shopworkers, mill men, or store clerks, while at work, talking with them, and getting their points of view. Sometimes the particular object of a project is lost sight of by more attractive ideas that develop. Center publicity on a definite thought and work out the details to correspond.

**Spirit and atmosphere.** There is a great divergence among libraries as to the conventionality and dignity of their advertising, its enthusiasm and the ideals and objects which it stresses, as will be seen by looking over the various examples shown in this book. Some libraries are not averse to familiar expressions and a freedom of language which others might not find in keeping with their own point of view. American librarians, as well as local citizens, realized that the Boston library had adopted a policy of greater usefulness when it burst out with posters on front of the street cars. Publicity that would be appropriate in a small country village might not ring true in a great city. In a town of 30,000 no one would be surprised to find library lists and circulars in store packages or even wrapped with loaves of bread.

What will give exactly the right impression to the public? Invite criticism and comment from those who are sympathetic to the library's plans, and are acquainted with advertising methods, and from other friends of the library who do not believe in publicity efforts. Both points of view are representative of the reactions which the public is likely to have; a middle course is safe.

**Style.** The type of wording for publicity depends on the medium and the effect desired. For lantern slides and posters,

select the fewest words; hit upon some phrase that will tell the story with a pleasing note; use short paragraphs. Fine writing has little place in newspaper advertising. If libraries were producing long appetizing descriptions of single books, such as can be found in full-page book advertisements in the magazines, there might be some place for refinements of composition. As it is, brevity, plainness, and a happy skill in finding the phrase that is quickly understood by the average man are the chief aims to be sought in "copy."

**Personal element.** To what extent shall the personality of anyone connected with the library appear in the publicity? The less of this element, the better. Yet there are frequent occasions when names are a real requirement. Anyone acquainted with newspaper work understands the reporter's general rule to prepare no story without tying it up with some individual name, and in reporting library news no exception is made unless at the earnest request of the librarian or of whoever gives out the news. Even then the request is often ignored. In one city the library's generous publicity was greatly curtailed through the attempt of a newly appointed librarian to keep this personal element out of library "copy" and in other ways to manage the news as she, rather than the newspaper man, thought best. A department head who had a remarkable "nose for news" and who had cultivated a newspaper demand for a high type of library "stories," found her efforts brought to nought by this new policy, and the library suffered for a time. Some librarians make a routine practice of crediting certain news items to their appropriate department heads. The personal element enters largely in the growing custom of having the library provide public book talks and other library talks by members of the staff. Such personal contacts with groups of prospective users are highly effective, and library workers find their timidity disappearing as they discover the responsive interest which awaits their efforts. Occasionally self-seeking staff members have to be suppressed. A safe general rule is to keep the personal element to a minimum, whether it be the members of the library

board, librarian, or the staff workers, and the one who cannot withstand the desire for personal prominence is not the one to engage in this delicate mission.

**Staff participation.** In some stores, the advertising manager talks individually with the salespeople, later translating their ideas into printed publicity. The staff can be trained to be alert to features and incidents in their work which would make interesting newspaper stories. This will not include any story or humorous or striking incident that would "give away" the business of a reader, nor imply a critical attitude on the part of the library staff, nor bring any ridicule upon a patron even if unnamed. It will be done so as to give offense to none. In a large library even the department heads, as well as the librarian, are often out of touch with the crowd of readers, and consequently lose the opportunity to create publicity that in turn would be really helpful to the public. Newspaper stories and as much other publicity as possible should be posted for the staff in advance of publication, so that an assistant may not have the embarrassment of inquiries from the public without having been informed in advance.

**Continuity.** Too often a business firm makes up its mind to spend \$5,000 on a "big bang" of an advertisement. It does so. There is a sudden loud noise and then—dead silence. Little has happened. And ever afterwards that firm says, "Advertising is a failure." Some libraries follow the same course. Spasmodic advertising loses much of its force because it cannot take advantage of the subconscious interest that should have been kept alive in a community. The best device for insured continuous publicity is a publicity calendar (Chapter 17) to remind one that some particular piece of work is due each week or each month.

## CHAPTER XVI

### PSYCHOLOGY OF THE APPEAL OF BOOKS

**A**FIELD for study. One ventures with hesitation into a subject on which, after a half century of public library work in America, there is to be found hardly a printed page. The following thoughts may attract the attention of those who can, in criticism or from further study, present something worth while.

Truly, the various states of mind, impulses, and reactions of people toward books in general, toward libraries in general, toward specific books or books of a certain type or on a certain subject are, at first thought, intangible. But advertising experts often say that nearly every new customer begins his discussion of the business to be advertised by the statement, "Well, you see, my line is different from the ordinary!" Librarians, immersed in the everyday salesmanship of books, find it hard to detach themselves and to analyze the subject as a psychologist, especially an advertising psychologist, would do it.

**Looking into people's minds.** To prepare any successful publicity, including that for libraries, it is necessary to visualize the "prospect." The impressions to be made by the publicity are largely based on the state of mind of the prospect (whether an individual or a group), his interests, ambitions, his ability to read and his enjoyment in reading, his attitude toward all such influences as do not cater to physical enjoyment, or help him to earn a living. Librarians can seldom comprehend the man who finds no pleasure in books. In library exhibits in store windows or at "food shows," to be seen by great masses of "average" people, some librarians display what practical-minded people call "trifling" books, such as essays or the effusions of some of the current school of posers in the literary field. The result is a failure. But a few good stories, some books on the day's work, even a life of Lincoln; or a few books on subjects



that the average man would find interesting, or has ever thought he might find interesting, or could be persuaded that he would find interesting, would probably be successful.

Appeal definitely to his various interests, ambitions, doubts, fears, prejudices. The following suggestive list of these mental factors was used by ad-men in the Fourth Liberty Loan campaign (Hall's *Advertising handbook*, p. 168.):

- THRIFT: Results of buying bonds. Benefits of saving
- SACRIFICE: Comparisons of sacrifice. Reasons for sacrifice
- SECURITY: Backing, percentage, safety
- PATRIOTISM: Love of country. Love of flag
- HOPE: For success of loan. For success of war
- FEAR: For outcome of war. For success of loan
- COMPETITION: With neighbors. With other communities
- HATE: Caused by atrocities, broken integrity, etc.
- RESPONSIBILITY: To our men, our allies, our families, and humanity
- GRATITUDE: To our men, our allies and to God
- PRIDE: In country, vocation, history, and our army
- SHAME: Condemnation of slackers. Examples set by others
- ANALYSIS: Where the billions go

Similarly for books we find the following appeals:

- ENTERTAINMENT: Enjoyable recreation, thrilling story
- GREATER EFFICIENCY: In occupation, for love of subject, craftsmanship, salary, higher position
- SELF-IMPROVEMENT: In general culture, for one's own satisfaction, for effect on friends, for social standing
- CURIOSITY: Leading to interest in a subject
- AESTHETIC DESIRE: For art, for beauty of thought and language, for imagination (travel)
- BEING IN STYLE: A thought which influences some people very little, but the average person more than he realizes
- CITIZENSHIP: How to vote on the tariff, soldiers' bonus, or other public questions

**Desire for recreation.** Perhaps the most common human trait that books can appeal to is the desire for relaxation, recreation and entertainment. If only "a good story" meant as much to the average person as "a good movie" or some other forms of "a good time," then library publicity would reap great harvests

of results. There are those whose experience with good books, joined to their natural taste for reading and preference for a quiet pleasure, calls up the vision of a similar pleasure, possibly a greater one than ever, in the reading of a new story. Others are neutral but are ready to "take a chance" on finding enjoyment and satisfaction in a story. Still others have never thought that much pleasure could be had in reading any book. This may have been due to lack of opportunity to secure interesting books, failure of school methods to teach the love of reading, an environment that has discouraged reading, or more likely, the craving to be "out with the crowd" where things are stirring. Publicity of a general sort, therefore, has to recognize these distinct reactions and make a definite appeal to each. "Tonight an easy chair and a good book" is a phrase that will get results by mere suggestion to a few. "Read Owen Wister's *Virginian*, the greatest cowboy story ever written" will attract the interest of some of the second and third group who foresee a pleasant evening of thrills and action. Finally, the illustrations here indicate how effective this appeal to mere love of recreation and entertainment can be made by visual treatment, by wording and by combining it with other interests.

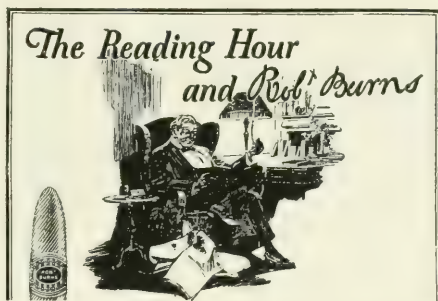


Fig. 48—A cigar advertisement appealing to love of ease and refinement. The environment and facial expression place reading first and the cigar second. The effect is mutually helpful for it suggests the pleasure of both.

**Self-improvement.** According to Thomas H. Beck, President of the P. F. Collier Company, the largest subscription book publishers in the country, "There are three great sales lures in the world, Sex, Money, and Self-improvement. We make our appeal through the latter. There has been a tremendous increase in the sale of informative, cultural books since the world war.



**Curiosity.** To trace an interest to a casual curiosity is difficult, but a large proportion of interests comes from this source. Newspaper men, knowing this, exercise great care in wording the headings to their stories, a point many librarians consider useless. "The joy of mental adventure" is one of the most important sources of art and science," says Edman (*Human traits*, p. 74). "The arousing of imagination depends primarily on the inherited curiosity of man which varies from the random and restless exploring of the child to the careful and persistent investigation of the trained scientist."

The desire for explanation in some minds is very strong. "The satisfactions which scientific investigators derive from their inquiries are various. There is, in the first place, the sheer pleasure of gratifying the normal human impulse of curiosity, developed in some people to an extraordinary degree. Experience to a sensitive and inquiring mind is full of challenges and provocations to look further. But the dogmatism and fixity of mind which so soon settle down on maturity, and inability to be sensitive to new experience, these are discouragingly familiar phenomena clearly inimical to science and to progress."

## BOARD COST MUIR 50 CENTS A WEEK

AS UNIVERSITY STUDENT HERE  
GREAT NATURALIST LIVED  
ON BREAD AND MILK

## INVENTED WOODEN CLOCK

His "Story of My Boyhood and  
Youth" Now in Public Library

That a university student in Madison could board himself on from fifty cents to a dollar a week sixty years ago is shown by John Muir in "The Story of My Boyhood and Youth" a copy of which has just been re-

ceived by the Madison Free Library. A clock whittled by Muir in his father's large responsible for the university of Wisconsin to exhibit the State Fair at Randall, a natural be than by t "One - 21 Units who he fair." me. 11 Words 27 Units 27 Units A I could join you. gugh, I said. "Oh, as curiously explained. very I presume you're able to. The Freshman class, and you can board yourself as quite a num-

## BOOK MENDER HAS TO PATCH UP PLOT

Volumes at Library Often Re-  
paired as to Story if  
Pages are Missing.

Just as she coolly slipped the smoking revolver from his nerveless grasp and whispered "And so Jim Hogan learned who the murderer was."

Did you ever turn Page 184 to learn what it was she whispered, only to find that there were four pages missing, and that every one knew the thrilling details except the gentle reader?

If you never knew that experience in turning the pages of a library book, it may be because Miss Anna Morschek and her typewriter have been there first, and have supplied the missing pages.

It's part of the work of the mending department of the public library system and in charge of Miss Mary E. Wheeler, who came to the Cleveland library recently from Des Moines.

"Turning the missing pages is one of the most interesting things I do," said Miss Morschek yesterday. "I try to make them look as nearly like the original as possible."

The paper is cut the same shape. If there are extra fly leaves, we use them for missing pages. I mark the width of the margins and the depth of paragraph indentations to make them as nearly like the pages that are gone as possible.

When the books don't have to be rebound we paste the pages in in their proper places. When they are rebound they are stitched in.

Miss Wheeler blames the quality of the paper put into books for the fact that pages become loose.

"See how soft and spongy this paper is," she said, picking up a popular novel. "The threads that sew the pages together soon work through and then the pages slip out."

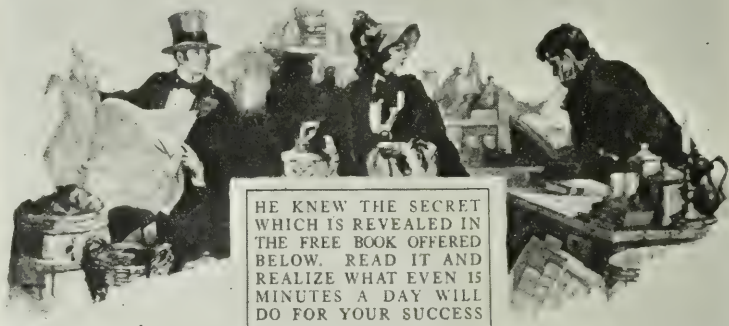
These books are made to read once or twice and then be forgotten. But they must stand better service than that.

Fig. 50—Appeal to curiosity in headlines. Almost any book could be written up like (a) if time were available. Some assistants have a genius for writing such stories. Figures in the strip show make-up of heading. (See Chapter 19.) (b) What to librarians is an old story is here presented so that everyone will read it. This library (Cleveland) thinks of possibilities and then works with the reporters to carry them out. The result is a general good-will for the library whose diverse and useful work thus becomes better known.



The American Magazine

## The Clerk Whose NAME Will Live Forever



HE KNEW THE SECRET  
WHICH IS REVEALED IN  
THE FREE BOOK OFFERED  
BELOW. READ IT AND  
REALIZE WHAT EVEN 15  
MINUTES A DAY WILL  
DO FOR YOUR SUCCESS

TWO men lived in the same town a century ago; they knew the same people and had an equal chance in life.

One spent all his spare hours in idle talk or with the daily paper; he knew nothing beyond the day's news. The other brought to every subject a wealth of sidelight and illustration that kindled the interest of men and women, no matter where he went.

The name of the first man has long since been forgotten; the name of the other, the humble clerk in a country store, will live forever.

He talked like a man who had traveled, though his travels were confined to a few backwoods counties. He knew something of history and biography, of the work of great philosophers, poets and dramatists.

What was the secret of his wide range of knowledge? How can a man who must work every day in a routine job find time to make himself so interesting to other men and women? How can he, in odd moments, learn to think clearly and talk well?

## His Secret Given to You

The answer is found in every biography, every anecdote of that greatest clerk. He owned a few great books and, in the odd moments between customers' calls, he read them systematically. It was the influence of those

books that gave his mind its start, then lifted his eyes beyond the horizon of a backwoods town. Before he was fifty the whole nation knew the name and acknowledged the power of that humble, unschooled man. His name was Abraham Lincoln.

What are the few great mind-building books? Out of all the millions of volumes in the world, how shall a man know what and how to read? There is no more important question for you to ask yourself. It is answered in the free book offered below—a wonderfully interesting little book that tells the scope and plan of

## Dr. Eliot's Five-Foot Shelf of Books

### The Fascinating Path to a Liberal Education

Every well-informed man and woman should at least know something about this famous library. The free book tells about it. In a wonderfully interesting way it explains how Dr. Eliot, out of his life-time of training men for success—

forty years as President of Harvard—selected the few great books that contain the essentials of all books—the "essentials," as he says, "of a liberal education."

### Your Reading Problem Solved by Dr. Eliot

Discarding all the books that waste your time, he has combined these few great volumes together into a rounded library; he has arranged them with reading courses and footnotes so that even in 15 minutes of pleasant reading a day a man may master them.

Think of it—the knowledge of literature and life, the broad cultural viewpoint that every university strives to give—these may be yours in the pleasant spare moments of your active days. Make yourself a bigger, more interesting man or woman this year. Send for "Fifteen Minutes a Day."

"For me," wrote one man who had sent in the coupon, "your little free book meant a big step forward, and it showed me besides the way to a vast new world of pleasure."

Every reader of THE AMERICAN MAGAZINE is invited to have a copy of this handsome and entertaining little book. It is free, will be sent by mail, and involves no obligation of any sort. Merely clip the coupon and mail it today.

P. F. Collier & Son Company  
Publishers of Good Books Since 1875

Send for this  
**FREE Booklet**  
that gives Dr. Eliot's  
Own Plan of  
Reading

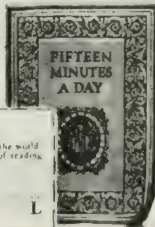
P. F. COLLIER & SON COMPANY  
410 West Twenty-sixth Street, New York

By mail, free, send me the little guide book to the most famous books in the world containing Dr. Eliot's Five-Foot Shelf of Books, and containing the plan of reading recommended by Dr. Eliot of Harvard.

Name \_\_\_\_\_  
(Write plainly, please)

393-1118

L



Courtesy The Printing Art

Fig. 51—Action, the contrast of opposite interests, the appeal of faithful perseverance, are skilfully brought out in this arresting picture of Lincoln's belief in books. Advertisements like this can be used on bulletin boards and in exhibits, and the text reworded for newspaper stories and circulars.

What about book or library appeals to curiosity? Books covering the whole realm of knowledge supply plenty of material,



## THE GLORY OF THE UPWARD PATH

*As told in the letters of men who are travelling it*

**T**WO paths begin at the bottom of the hill of life.

One of them winds about the base, thru years of routine and drudgery. Now and then it rises over a knoll representing a little higher plane of living made possible by hard earned progress; but its route is slow and difficult and bordered with monotony.

The other mounts slowly at first, but rapidly afterwards, into positions where every problem is new and stirring, and where the rewards are comfort, and travel and freedom from all fear.

Let us glance for a moment at the letters men write who are treading this fortunate path. Such letters come to the Alexander Hamilton Institute in every mail; they are the most thrilling feature of the Institute's business day.

Exultant letters they are, full of hope and happiness, the bulletins of progress on the upward path.

**My income has increased  
750 per cent**

**H**ERE is one from an official in the largest enterprise of its kind in the world. "In the past eight years my income has increased 750%. The Course has been the foundation in my business training."

Another from an officer in a successful manufacturing company: "Last Friday was a happy day for

me: I was elected a member of the Board of Directors of this company. The day when I enrolled with the Alexander Hamilton Institute was the turning point in my career."

Whole volumes could be filled with letters of this sort. A few of them have been printed in the Institute's book entitled "Forging Ahead In Business." Thousands of others are open records in the Institute's offices.

In the past ten years the Alexander Hamilton Institute has enrolled thousands of men in its Modern Business Course and Service, and to-day the monthly rate of enrolment is more than three times as great as ever before.

**They are men who are  
moving up**

**T**HESE were men, not boys, when they enrolled. Their average age was thirty-three years. They had already made their start in business; they were successful in one department—in selling, or accounting, in production, or banking, or insurance, or factory or office management.

The Alexander Hamilton Institute rounded out their knowledge by giving them the fundamentals of all departments of business. Few men in business ever gain that all-round knowledge, so few that the demand for them is always in excess of the supply.

They are the men who reach the

heights of executive responsibility and reward which lie at the end of the upward path.

**You are paying whether you  
profit or not**

**I**T may sound strange to say that you are paying for business training whether you take it or not. Nevertheless it is true.

You are paying in years of moderate progress when the progress might be rapid and sure, paying in opportunities that pass you by because you have not the training or self-confidence to reach out and grasp them, paying in years of routine service when you might enjoy the stimulus and the glory of the upward path.

**Send for "Forging Ahead  
in Business"**

**T**HOUSANDS of men have taken the first definite step up, by sending for the 116 page book which the Alexander Hamilton Institute publishes entitled "Forging Ahead In Business." It contains worth while business information, and letters from men in positions exactly similar to yours. It will be sent without obligation, there is a copy for every man of serious purpose. Send for your copy to-day.

**Alexander Hamilton Institute**

394 Astor Place New York City

Send me without obligation "Forging Ahead in Business."



Name.....

Print here

Business.....

Address.....

Business.....

Position.....

*The narrative form of copy has made a place for itself in advertising which calls for direct and immediate action on the part of the reader. Bruce Barton finds that in the Alexander Hamilton Institute advertisements, a very effective method is the human, inspirational style that stirs such a response from his editorials and articles in the magazines.*

*from Durstine's "Making Advertisements." Courtesy Chas. Scribner's Sons*

Fig. 52

and one has only to present interesting features to arouse curiosity in their content or to help people become conscious of some personal appeal in them. Many phases of the library's organization and methods are entirely new subjects to the public, which would respond to such "stories" or headings, as



*Engraving lent by Publisher's Weekly*

Fig. 53—Everybody's doing it. A national realization that the American people are reading more and better books than at any other time would be an immediate cause of still more reading. People like to be doing what everyone else is doing. The cartoon appeals to the average mind in exactly this way. To the few who do their own thinking and form their own habits without reference to their neighbors and associates, this psychology has little meaning.

"Library Makes Record in Operating Economy," "Lending Books on Day of Publication," (early ordering and receipt of books before release date) "Formula Decides Fate of Much-Used Library Books" (costs of repairing and rebinding based on circulations). The imaginary dialogue from the Muskegon library (heading illustrated in Fig. 64) is a successful example of appeal to curiosity, possible in cities whose papers will grant the space.

**Emotional appeal.** Books reflect the entire range of human experience and emotion, and so they provide material for any



emotional appeal. The pleasure and influence from children's classics is a common appeal to arouse the adult to acknowledge to himself his own need of books. The story of Lincoln's long walks to borrow books, the hardships under which he sought to study; busy, virile Roosevelt's daily association with books; these and many other attempts to arouse a similar desire do generally arouse it, if presented in the right way. It is much easier to arouse an emotion or a prejudice than to create a real train of reasoning.

**Being "in style."** Another reaction of average people is the desire to do what others do. The best seller, the "latest thing," New Thought, Tagore, free verse, Blasco Ibanez, Coué, the vogue of each succeeding year, illustrate this, to the librarian's despair. In a less concentrated form, the general desire to read because it is "the thing" has fortunately been growing apace. One finds a marked increase in book advertising space and expenditures in the periodicals and in direct-mail publicity, the establishment of book pages and columns in even the smaller town papers, and many other signs. *The Publishers' Weekly* reports frequent items of this sort. Pass these on to the public, which is more impressed by the increase of library circulation to a hundred thousand or a million fellow citizens, than by any preachment on the virtues of good books. Constant reminders, in various forms, that more reading is being done now than ever, serve to suggest "joining the throng." A small percentage of independent minds pursue their own course regardless of the crowd, but the nation can be taught the reading habit, and so can a city or a town.

January 7, 1922

#### An Uncorrected Galley



The presidency of the plot tellers' club goes without contest to Mrs. Sparrow. "Do you really think the countess killed him?" she remarks, as her husband reaches the pitiful part of the mystery story. "Oh, dear, I am dying to tell you. It doesn't come out at all as you expect it to. You've guessed, of course that the ivory box hasn't got anything to do with the murder. Have they caught the one-eyed man yet? There, I shouldn't have told you, but he did it—revenge, don't you see? But mercy, I mustn't give the plot away!"



When Mr. Stillwater begins a book he never knows when he is going to finish it, if ever. There are so many uses to which his family can put a stray book—to hold the door back to press flowers in, to set the baby on at dinner—that he really ought not to expect to find it where he left it. We show the nightly search under way, just as Mrs. Stillwater remembers that the book is serving in place of a cradle under the baby's crib and that therefore it can't possibly be touched until morning.

GLUYAS WILLIAMS in the New York Times.

Fig. 54



**Good feeling.** To be effective, library publicity must make for good feeling. Immediate favorable impressions may come from a happy wording or setting, rich in reminiscent qualities. Library publicity has not as yet used any of the possibilities of such humorous text and drawings as Robert Benchley and Gluyas Williams conspire to produce, though some of it might appropriately be adapted. Certain ways in which this element can be used are suggested in Fig. 54. Avoid citing cases of great captains of industry who, though they have been great book-users, have not always been popular.

The public reacts unfavorably to publicity that preaches, that implies condescension, that mentions obligation or duty to read, that reflects on the intelligence of the reader, or suggests books for salvation. "Don't be a quitter" was the title of a sermon to young folks on their obligation to read. Still trained to the discipline of the school, they did not rebel, as would adults, at the implied affront. An English librarian prepares placards as follows:

"DO YOU USE THE PUBLIC LIBRARY?  
IF NOT, WHY NOT?  
REMEMBER: THE FUTURE DEPENDS  
UPON YOU AND YOUR CHILDREN.  
INQUIRE WITHIN. FREE."

One objects to the direct question, then to the plan of raising an argument, then to the word of command or even warning, then to the far-away point that the future of England depends on reading a book, and finally to the spirit of the whole.

**Prejudices and errors.** Library publicity has to combat many fixed and widespread mental states. Dislike of books as dull, impractical, or time wasters; the contemptuous feeling that anyone who loves books is a "bookworm" with all its implications; the belief that libraries and books are luxuries; and among the poor that the library is only for the wealthy, or among the wealthy that it serves only the *hoi-polloi*; these ideas are prevalent. There are erroneous ideas as to practices too, such as the belief that a public library charges dues, that its books are immoral,

radical, irreligious, or, on the contrary, chosen by prudes, reactionaries, and bigots; and those holding these ideas would be astonished to learn that all sorts of people use the library just as freely as they do their bank or the post office.

✓ **The age factor.** Some interesting studies could be made on age as a factor in book interest. The grade-school age gives the pupils an awakened desire for reading, gives encouragement from the teachers, gives life's greatest proportion of unclouded leisure, gives the great school machine through which the librarian can reach large groups with least difficulty at the period of greatest response. The high school age gives added ambitions, many of them becoming specific and powerful (e.g., the boy determined to follow chemistry; the girl, drawing), and also a host of new interests (romance, dress, ath-

letics, dancing, movies, motoring, and other recreations) which begin at puberty and increase in intensity until the age of perhaps thirty. Consequently, even high school pupils are much harder to reach than those in the grades, as far as their *personal desire* to read is concerned. Because of these competing interests, and because the situation has been only partially analyzed, libraries unquestionably find a sudden falling off in the use of books, except as connected with school work, among girls and especially boys of fifteen to twenty, despite the perennial notion that teaching grade pupils to use the card



Fig. 55—A reminder of the popular notion that to many "graduation" means the end of education. To replace this with belief in the life-long joy and service of books will take a generation.

catalog (sign of the library habit!) will make each succeeding wave of children into real book-lovers. The multiplicity of interests increases in college. When the young person leaves school, the economic problem comes to the front. The working day, followed by forms of relaxation that tend toward the physical instead of the old-fashioned type of quiet home recreation, leaves little place for books unless the person has really learned to know and love books and to find pleasure and companionship in them or unless he uses books as a means to further his cultural or financial ambitions. On the other hand, a day of hard work followed by physical recreation does not offer a sufficient change. Books, music and conversation are needed at home for quiet relaxation if mental and physical life are to be kept in balance. To remind people of this missing element in their lives may be to introduce once more the thought of books.

As the years of marriage, home making, and rearing children pass, and the home plays a larger part and finally permits the leisure for reading without so many competing interests, the average man and woman "settle down" and find that books mean more and more to them. Book publicity at this juncture could doubtless bring large results if carefully directed. The ambition to read for greater vocational efficiency increases with business men whose success increases with age, but it often dies away with mechanics and artisans who feel that their earning capacity has been reached. (*The age factor in selling and advertising*. 55p. 1922. Photoplay Magazine.)

**Seeing the actual books.** Grant Overton says: "The fundamental thing in getting people to read is the presence of the book itself. I have some reason to believe that books are bought or demanded and read by three out of four people only when brought under their noses. In the case of the library they take the book they are attracted to, after only a cursory examination. I know a man of fairly wide tastes who can never be induced to stir one step to get a book. On the other hand, no book on any subject, however specialized, is brought into his home that he does not read or read in. He is an omnivorous reader—if the book is where he can pick it up."

**Other phases.** The influence of newspaper and magazine reading on book reading; the effect on public library use of magazine advertising of books; the part that book titles and the physical appearance, even the colors of books, have in influencing staid adults as well as children in the selection of books—these are only a few of the topics which await study by someone who believes that the answers will help to promote “the best reading for the largest number at the least cost.”



## CHAPTER XVII

### PUBLICITY CHECKLIST AND CALENDAR

**THE problem.** The problem of preparing library publicity presents itself about as follows: To select the idea; to decide upon the proper medium for carrying out the publicity so that the medium will be both effective and economical; then to prepare the copy so as to focus the attention; interest the reader; create desire or opinion; stimulate action to borrow books or to act favorably toward the library; have it published or made, and distribute it or place it where it will be most completely effective.

#### 1. **Getting ideas** (and often good "copy" too).

From books on advertising, business magazines, book reviews and circulars, news about books and authors (e. g., from *Publishers' Weekly*), bulletins and reports from other libraries, current newspapers, examples of publicity of all sorts in local stores. Most of all from talking with and observing the needs and questions of men and women inside the library or who have never used it. The opportunity for publicity (e. g., an empty store window) may present itself before the definite purpose or message has come to mind. One must therefore be always looking both for opportunities and for topics.

#### 2. **Crystallizing.**

Think over the idea and how to carry it out. "Many careful advertising men, after they have their material in hand, after the purpose of the advertisement has been settled, carry the idea of it around in their minds for a few days without trying to crystallize it into a definite advertisement. Little by little it begins to take shape. Perhaps the headline comes first—a short line or a whole sentence. Then the spirit of the whole advertisement, the atmosphere of it, gradually visualizes itself—a strong, vigorous treatment or clean-cut, comparatively light appearance." (Durstine.)

#### 3. **Mediums.**

Seek a wide variety and seek for new kinds of publicity so as to reach all possible prospects and avoid "getting into a rut." The following list of projects or mediums is based on "Checklist of

library publicity methods" by Mary E. Hazeltine, *Wisconsin Library Bulletin*, April and May 1919.

### Inside the library.

- (a) Attractive and orderly appearance.
- (b) Business-like records, accuracy, good service.
- (c) Acknowledgment of gifts and courtesies.
- (d) Bulletin boards.
- (e) Signs for directing readers' use of the library.
- (f) Frequent book purchases well advertised.
- (g) Poster bulletins advertising books.
- (h) Display of books, especially those connected with timely interests.
- (i) Telephone service for telling people about books.
- (j) Lectures, book talks, special "evenings," programs in library lecture rooms, also programs given under other auspices.
- (k) Exhibits of things other than books.

### Outside the library.

- (a) Personal invitations on the part of all staff members.
- (b) Membership by staff members in outside organizations.
- (c) Outside addresses and noon talks at factories.
- (d) Newspaper publicity—the most important of all.
- (e) News stories, book lists.
- (f) Library bulletins.
- (g) Annual report in popular form.
- (h) Book lists, brief and appealing.
- (i) Book-marks, folders, slips, etc.
- (j) Letters and other invitations to club members to use library books and reference service.
- (k) Special letters to non-cardholders, by groups or by sections of the town.
- (l) Moving picture slides.
- (m) Window displays, large and small.
- (n) Picture posters and placards publicly displayed.
- (o) Large exhibits in booths at fairs and on other occasions.
- (p) Parade floats.
- (q) Street car signs, inside, outside.
- (r) Mimeographed or printed letters to individuals.
- (s) Campaigns.

## 4. Preparation of copy.

- (a) Selection of one keynote idea to avoid confusion. Concentrating efforts on presenting this so as to focus attention.
- (b) Who is to be appealed to—what sort of people; their education; their point of view; their interests and probable response.
- (c) The arguments or points: how extensive shall these be made, and shall they be all at once or in installments of separate newspaper articles or circulars or book lists.
- (d) Creating the impression. "Impressions to be made by publicity, once definitely fixed in the writer's mind, control the detail of text and its arrangement. The whole effort is directed toward making certain definite impressions rather than stating certain selling points as such. He thinks in terms of those impressions, not in terms of selling points or of words and phrases." (*Printer's Ink*, Nov. 23, 1922, p. 25.)
- (e) Brevity. A few words are more effective than many. "Very often when a person starts to write copy he hasn't a very clear idea of just how. So he will grope his way through several sentences and then, by that exercise, his mind opens up and he swiftly restates in a second paragraph exactly what he was trying to say at first. But he forgets to cross out the first paragraph which, after all, was only practice. And he is hurt when someone says, 'It takes you too long to get into your subject.'" (Durstine, p. 99.)
- (f) Making it effective. This is the way one advertising man gets success: "He's writing every advertisement as though it were the only one which would appear this year on that product. The discoverer of this formula says it forces him to make a complete sale in every advertisement. Every word must count. The caption *must* interest the reader and make him want to get into the text. The text *must* get to the selling point fast. The sentences *must* be open, move quickly and convince. The 'closer' *must* close. The merchandise *must* be adequately described. Mentally holding before himself the absolute necessity of making that one advertisement pay, he finds that he automatically practices all that he knows about the construction of an effective advertisement." (*Printer's Ink*.)

- (g) Criticize your own copy. Does it focus attention, interest the reader, create desire or opinion, stimulate action?
- (h) Have someone look over the copy critically so as to improve it. Someone inside of the library should do it and so should an advertising expert, if there is one in the community, otherwise a critical friend. "If this advertiser wants copy he prepares it, sometime ahead, has it typed, and slips it into his pocket to 'cook.' An advertising man has his callers help him 'insure' copy. He makes them read the copy for the ads he has up for consideration at the moment. The caller reads the copy ALOUD, while he sits back and listens and follows with a carbon before him. If the reader hesitates in the reading, a little 'x' is noted on the carbon copy. Something wrong; too involved or not clearly worded or punctuated. If he finds himself wanting to amplify some sentence or idea as the reader reads, he notes that, for it means that perhaps the most convincing fact or idea of all has not been used in the copy, or, if used, it has not been stated convincingly. If he detects doubt or derision in the reader's voice, he marks a danger signal on the carbon and gets after that spot." (*Printer's Ink*, Dec. 7, 1922.)

## 5. Making or publishing.

Look up the chapter which tells what are the various steps in the particular publicity medium.

### If to be printed.

- (a) Assign as much of the preparation as possible to the appropriate staff members with date for completion of their work.
- (b) Decide on length and size.
- (c) Make dummy, showing layout, size of type and type page, etc.
- (d) Get illustrations ready, if any.
- (e) Have copy carefully edited.
- (f) Make specification, get bids, place order.
- (g) Read proof.
- (h) Arrange distribution.

### If to be made.

- (a) At a conference, assign as much of the preparation and collection of material as possible to appropriate staff members, with date for completion of their work.



- (b) Bring material together.
- (c) Make diagram of the arrangement of poster, exhibit, etc.
- (d) If poster to be done outside, make dummy showing size, colors, location of pictures, lettering, borders, etc.
- (e) If exhibit or other outside publicity, arrange for delivery and "setting up" of material.

## 6. Distribution.

Check up the suggestions at the end of Chapter 22.

**Publicity calendar.** Space does not permit the development of such a detailed schedule of projects as many would wish. An advantage of having such a calendar is that the librarian realizes in advance that certain projects are to be carried out at particular times—nature and gardening books in March and April, winter sports from December to February, books on Lincoln and Washington in February, etc. He will therefore be preparing book lists or securing necessary books some time in advance, and thus prevent delays in receiving book lists from commissions and publishers in time to use them. This suggests the need for departing from what may usually be a slow routine, to use telephone, special delivery, express, instead of the usual letters and freight shipments. Another phase of the subject is suggested by lectures and meetings and by important new occurrences—a new expedition to the north pole; archæological discoveries in Egypt; local controversy over form of city government; discussion over some pending bill in state legislature; local appearance of some prominent artist or author to lecture—all of these and similar occasions naturally suggest publicity made up promptly to take advantage of the temporary interest in the subject. The mimeograph and the newspaper often provide the quick and easy channel.

**Daily and weekly.** In addition to the following monthly schedules, the librarian will mark his own calendar for at least that one day in the week when book lists or other newspaper publicity must be made ready and released, and possibly the more frequent reminders to be on the look-out for news stories in the day's work. Toward the end of each month he will

arrange for such distribution of printed matter as may be possible through the bills or notices of stores and organizations.

Mr. N. R. Levin, Assistant Librarian of the Chicago Public Library, and Chairman of the A. L. A. Publicity Committee, was kind enough to prepare the following calendar of projects. The most complete and detailed list of dates will be found in "Anniversaries and Holidays," edited by Mary Emogene Hazeltine. The first edition, 1909, is being completely revised and will be published by the A. L. A. It must also be remembered that there are many local celebrations which the library must recognize and make use of.

#### JANUARY

National Thrift Week, fostered by the National Thrift Committee of the Y. M. C. A. and forty-eight cooperating organizations, is the outstanding basis for library publicity for this month. This campaign generally begins on January 17, the birthday of Benjamin Franklin, and has a special topic for each day of the week, such as thrift, insurance, budget, etc. Close cooperation with the banks, window displays of books and printed lists of books are essential features of promoting this subject.

National Drama Week (third week of month), under the auspices of the Drama League of America, seeks to emphasize the value of American drama and better plays. Connections with the women's clubs of the city are important and lists of special books in the newspapers will aid. The dramatic editors will use good stories.

The National Child Labor Committee usually sets aside a week in January to call attention to the evils of child labor. Women's organizations are generally interested and can be kept informed of the value of the library in obtaining material on this subject.

Other than the special January dates, the library can easily bring out the value of home reading, and use of books for school and business. January is essentially a "home" month and much

reading is usually done. Call attention to the general use of your library.

*Birthdays:*

Paul Revere . . . . .	January 1
Stephen Decatur . . . . .	January 15
Daniel Webster . . . . .	January 18
Edgar Allan Poe . . . . .	January 19
Robert Burns . . . . .	January 25
William McKinley . . . . .	January 29

FEBRUARY

February is America month. Books on American history, biography and citizenship should be displayed. Bulletins are very useful and will be helpful in bringing out the more important birthdays of the month:

*Birthdays:*

Charles Dickens . . . . .	February 7
Charles Lamb . . . . .	February 10
Daniel Boone . . . . .	February 11
Abraham Lincoln . . . . .	February 12
James R. Lowell . . . . .	February 22
George Washington . . . . .	February 22
Henry W. Longfellow . . . . .	February 27

Beginning in this month is the campaign on Health books fostered by the National Health Council and the National Association of Book Publishers. Newspaper publicity is an important element in arousing public interest in health books. The assistance of community health organizations should be enlisted. The city health commissioner and local secretary of the American Red Cross might be asked to write feature articles on the guidance in health problems to be found in books by well-known authorities, and to supplement these articles with a list of books personally recommended.

Boy Scout Week is generally set for this month and often "Father and Son" Week is connected with it. Display of books that fathers and sons read together is possible and posters at the "Y" are useful. Suggestions are listed in the *Wisconsin Library Bulletin*, January 1924.

St. Valentine's Day on the fourteenth will give the library an opportunity to bring out its books on this holiday and on games and parties.

The anniversary of the destruction of the Maine, February 15, calls attention to books on the Spanish-American War.

Better Speech Week in February combined with Better Mailing Week should be the occasion for the display of material on English grammar and composition, and letter writing.

#### MARCH

The Lenten Season provides the basis for the use of Religious Book Publicity as featured by the National Association of Book Publishers. This campaign runs through March and April. Through the church and Sunday school papers, local newspapers, and bulletin publicity in the library and churches, the attention of readers can be focused on the religious books in the library. Splendid suggestions are often submitted by publishers of religious books. Libraries having any rare editions of the Bible and finely illustrated editions will be able to use them for exhibits at this time.

St. Patrick's Day, March 17, offers an opportunity to display lists and books on Ireland.

#### *Birthdays:*

William Dean Howells . . . . .	March 1
Carl Schurz . . . . .	March 2
Andrew Jackson . . . . .	March 15
James Madison . . . . .	March 17
Grover Cleveland . . . . .	March 18

#### APRIL

The beginning of spring offers an opportunity to the library of featuring National Garden Week. Window displays in florists' shops, lists of books distributed through seed stores or printed in local newspapers connected with articles on gardening by some local "garden fan," bulletin board displays in spring colors, will aid in calling the attention of the public to the change in seasons and new reading matter. The local woman's



club will be glad to aid in emphasizing this week. See list of books on agriculture and gardening in the *Wisconsin Library Bulletin*, March 1923.

Books on the out-of-doors and back-to-nature should be brought out by good posters. Tree planting week in this month is being fostered by the Tree Lovers' Association of America.

Patriot's Day, April 19, in commemoration of the Battle of Lexington and Concord can be used to bring out books on early American history, citizenship and Americanization.

Your Rotary Club is interested in "boosting" Boys' Week which is the offspring of the Rotary Clubs of America. Special lists of books for boys can be distributed. The A. L. A. has several such lists, and in the *Publishers' Weekly* for December 22, 1923, is a "Safe, Sane and Constructive" list.

National Hospital Day, generally set in April, calls for material on medicine, nursing and hospitals.

Girls' Week connected with Mothers' and Daughters' Week will necessitate gathering material on reading for girls and about girls, and biographies of famous women.

#### MAY

May Day is better known in this country as Moving Day. The library can be of genuine help to its patrons by offering books on Better Homes in America. Books on house planning, heating, ventilating, and home decorating are useful at this time. Your local furniture stores will be a good place to have displays of books on furniture, home decoration, etc. An excellent list is printed in the *Wisconsin Library Bulletin*, February, 1924.

This month also provides National Music Week as a topic for publicity. The National Music Week Committee has done much to bring this campaign to the attention of women's clubs, civic bodies, fraternal organizations and industrial plants. Use this as a basis for pointing out that books on music and of music can be obtained from the library. Exhibits of books on music for children as well as adults are possible. See

list of books on music in *Wisconsin Library Bulletin*, November 1923.

Mothers' Day (second Sunday); use posters on "Your Home Town."

Memorial Day will bring out the need for books on the history of the Civil War and fiction of the War.

Arbor and Bird Days, usually set for May, give an opportunity to call attention to books on birds and trees.

*Birthdays:*

John James Audubon . . . . .	May 4
Florence Nightingale . . . . .	May 12
Dante Alighieri . . . . .	May 14
Richard Wagner . . . . .	May 22
Ralph Waldo Emerson . . . . .	May 25
Walt Whitman . . . . .	May 31

JUNE

June is the month of Commencements, weddings and vacations. Special display of material on these subjects will aid in holding your lagging readers.

For the high school and college graduates, books on vacations and vocational guidance are of interest.

The summer reading of the child should be called to the attention of parents, and bulletins listing reading courses will aid in doing this. Vacation reading clubs should be started just before school closes. Vacation reading lists are compiled by the A. L. A.

The idea of vacation time can be connected with books by displaying material on camping, automobile trips, golf and other outdoor games, photography, sketching, collecting, etc. Posters are easily planned for these features and books on travel can be exhibited. An excellent list of books for the motor camper can be found in the *Wisconsin Library Bulletin*, March, 1923.

Flag Day, June 14, calls for material on patriotism and United States history.

*Birthdays:*

Nathan Hale . . . . .	June 6
Harriet Beecher Stowe . . . . .	June 14

## SUMMER WINDOW DISPLAYS

The following suggestions for dealers, reprinted from *The Year-Round Bookselling News* are equally helpful to librarians.

Short Stories to "take along." Luggage partly packed—a book in each bag—the window display entirely collections of short stories.

Books on Localities. Railroad and steamship folders in window; background of window a large extension map of the world (mounted) with blackheaded pins at various points, string leading from pin to book about that locality. Feature travel and also fiction about home vacation spots and foreign countries: New England, the Northwest, Switzerland, England, etc.

Travel folders, with time tables borrowed from local railroad and steamship companies, displayed with books on travel, mountains, lakes, woods, seashore, nature essays and poetry. All books that give the impulse "Go—The World Awaits!" The railroad and steamship companies whose folders you display will reciprocate by exhibiting your summer poster "Take Along a Book." Send for extra copies.

Summer sports outfits, with books on outdoor sports. Borrow fishing tackle from an outfitting store, or tennis racquets, or golf sticks; surround them with books on hiking, camping, fishing, swimming, golf, yachting, motor boats, tennis, baseball, etc. Get the sporting goods stores to show your "Take Along a Book" poster also.

A window that suggests leisure will help you sell recreational reading—fiction, short stories, poetry— and heavier books of history, science or biography that men and women have been too busy to read during the winter. A porch swing with inviting cushions and a couple of books; a canoe (if your window is big enough); photographs, sketches and cut-outs from magazines

and magazine covers showing inviting summer scenes will help sell books to "take along."

"Books for the Week-End." Feature this two or three times during the summer with window displays and newspaper advertisements. A traveling bag half-packed, half-open, is a good center for "books for the week-end." Books of convenient size, easily carried, not too heavy, are most appropriate for this. Get the leather stores to use your silhouette poster in their windows during the weeks when you are not using it. Borrow week-end bags from them as a reciprocal favor.

Children's books for vacation reading should be featured two or three times in June, July and August. Lists should be distributed in the store, and mailed to customers. Write to A. L. A. for samples of vacation reading lists. A letter should be sent to school principals before the close of school. Get in touch with local directors of boys' and girls' camps. Every camp should have a library.

The practical books—the guides. Flowers, birds, trees, mushrooms, butterflies, shells, snakes, fishes, stars, minerals: the books on nature make a fascinating window, especially if many of them are displayed open. Use glass weights to keep them open and visible.

Books on summer entertaining are very useful and are not very well known. Books on salads and sandwiches, summer drinks, porch games, camp cooking, group games; books on amateur theatricals and on story-telling are practical summer aids to hostesses.

Automobile Guidebooks. Road maps, travel guides, books on automobile repair make a practical and suggestive window. Use toy automobiles and open maps in window.

#### JULY—AUGUST

The June vacation displays can be changed with new and additional topics. At the beginning of the "canning season," advertise and exhibit books and bulletins on the various phases of this subject, rather than waiting till the height of the demand.



*Birthdays:*

Nathaniel Hawthorne . . . . .	July 4
John Paul Jones . . . . .	July 6
William M. Thackeray . . . . .	July 18
Lord Tennyson . . . . .	August 6
Napoleon Bonaparte . . . . .	August 15
Sir Walter Scott . . . . .	August 15
Oliver Wendell Holmes . . . . .	August 29

## SEPTEMBER

School opens; clubs begin. Material on education, college entrance requirements, vocational guidance, child training are of importance to children and parents. Emphasize the idea of adult self-education through the library.

Interest your vacation home-comers by offering to display anything which shows the results of their vacation period.

The value of government documents can be connected with the canning and preserving season.

Material on "Safety First" will be needed for the School Safety Campaign fostered by the Highway Transport Education Committee.

The American Indian and his place in our history can be featured in this month. A special Indian day is celebrated in some states.

*Birthdays:*

Eugene Field . . . . .	September 2
James Fenimore Cooper . . . . .	September 15

## OCTOBER

Display books on Theodore Roosevelt in the week of October 27; books on the theater and books of plays at the opening of the theatrical season, also books of amateur plays. Visiting lecturers and the subjects covered in their talks will be the basis for new exhibits. A good month to develop interest in local history.

Fire Prevention Week usually including October 9, the anniversary of the Chicago Fire, is another Safety First Campaign.

Columbus Day, October 12, is especially adaptable for displaying early American history books.

Hallowe'en, October 31, provides an interesting publicity event; special posters and illustrations are appropriate.

Emphasize the recreational value of good books for the long evenings that are now at hand. Radio and home hobbies and handicrafts are timely.

#### NOVEMBER

The big publicity aim of this month is Children's Book Week. Cooperate with your local book dealer. Use children's lists published by the A. L. A., and the "Boys' and girls' book shelf" issued by the *Publishers' Weekly*. Many publicity "stunts" have been devised since Children's Book Week celebrations began. A few are listed: Exhibit of special editions of children's classics; Display of finely illustrated books in library and store windows; Lectures on children's books for women's clubs and parent-teacher associations; "Home Library" projects for children; Radio book talks by children's librarian; Books on gifts for children; Poster displays on children's reading; Lists of children's books in "movies"; Character tableaux representing the favorites of children's book heroes and heroines.

The importance of education is pointed out during American Education Week, generally following Children's Book Week. Each day of the week is devoted to some special subject and many different publicity plans can be worked out. Special emphasis should be placed on work with schools and teachers.

Armistice Day, November 11, can be used to bring out material on the Great War.

Thanksgiving Day (the last Thursday) calls for posters and bulletin displays.

#### *Birthdays:*

William Cullen Bryant . . . . .	November 3
Robert Louis Stevenson . . . . .	November 13
George Eliot . . . . .	November 22
Louisa M. Alcott . . . . .	November 29
Mark Twain . . . . .	November 29

## DECEMBER

Holiday season calls attention to special reading opportunities and books of Christmas stories, plays, entertainments, candy making and gift making.

The library should advertise its willingness to suggest book titles for gift purchase.

Posters and bulletins on winter sports will increase the use of books on the subject.

*Birthdays:*

Joel Chandler Harris . . . . .	December 8
John Milton . . . . .	December 9
John G. Whittier . . . . .	December 17
Rudyard Kipling . . . . .	December 30

**Every month.** If circulation of whole library or any branch, or the registration for preceding month, shows an increase, make news story. Do the same with gifts, projects or occurrences that may have been overlooked. Make up plans for the month's special publicity work, based on above calendar, deciding with staff the best investment of the time and labor necessary.

Arrange with advertising managers of papers for running periodically appropriate lists or stories on the real estate, automobile, electrical, or other special pages.

## CHAPTER XVIII

### PICTORIAL PUBLICITY

**P**ICTURES appeal to the eye. "You can talk war to a man all day" said one of the campaign directors during the war, "but you can't make him feel it until you are able to tear out an actual slice of the conflict and put it before his eyes. That is why a picture is so immeasurably superior to mere words. Arthur Brisbane once said that a picture was



*Courtesy of Edward Harding, President, National Committee of Patriotic Societies*

Fig. 56—The compelling force of the picture. The artist has made his point even too clear, by illustrating it. Probably a few of this group, after looking at the attractive illustration which has no text at all, might step over and read the text on the adjoining billboard and be able to find the point of the picture!

worth a million words. His assertion is more deeply weighted with imagination than with accuracy, but if you want 100 per cent action on an appeal of any kind you must picturize it—dramatize it—put it before your audience in such a way that they will see it and feel it." Publicity matter, to be successful, must attract attention; get itself read; get itself understood; get action. An illustration will almost invariably attract attention. A drawing that goes to the point will usually make



a stronger appeal than hundreds of words. The public as a whole prefers to see things rather than read about them.

An artist has said, "There is nothing that cannot be illustrated." Seize on the fundamental facts and illustrate them by some homely phase of life that embodies the principle. A good example is the circular on government documents shown here, dealing with a subject which has probably never been handled before by the visual route.

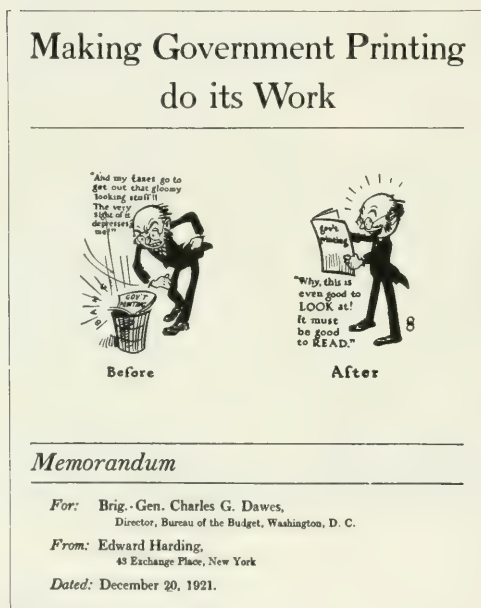


Fig. 57—How an expert presents a very prosy subject so that people will read his text.

**Appeal to the emotions.** Librarians are apt to think of advertising text as based on an intellectual appeal. More good could often be accomplished with an appeal to the emotions. The response to such an appeal is considerably stronger and leads to direct action. Nothing offers a shorter route to the emotions than the right kind of picture. This is illustrated in the Collier book advertisement reproduced from the *Review of Reviews*, Fig. 51. The title and

illustration of Lincoln are the features of this expensive full-page advertisement which arrest the eye and enlist the sympathy of every reader. There are many incidents in the lives of great men and women which can be interpreted to the public in the same effective way and used in local library publicity, on book lists and circulars and in newspaper stories. The illustration there could be redrawn, as the method of

printing would not permit a successful half-tone reproduction, and used locally, as could certain sections of the text for a newspaper story or the introduction to some reading list. There are numerous pictures of Lincoln reading books, the Elson print of Johnson's "Boyhood of Lincoln" painting,

[illegible]

Fig. 58—Which of these book lists will attract more attention and arouse more interest in the fine reading courses they advertise? The thought and time given should be utilized to full extent by paying a slight additional cost on a cover design or illustration that will cause people to read the text. (a) There is nothing in the title or the unrelieved expanse of fine type to attract anyone to the excellent list of books printed on the other side. (b) Later lists were given a more attractive form, though two years were spent in overcoming government precedents. The text and selection were the work of Miss Helen Nicolay.

and the four-color jacket illustration by Florence Choate on Edwards' "Treasury of Heroes and Heroines," (Stokes) shown also in colors in some of Stokes' circulars. Another used by the Collier Company shows Lincoln lying before the fireplace. These pictures have an endless appeal and can be used

as a powerful influence to encourage reading. If American libraries could organize and finance book publicity of the type illustrated here, they could mold the reading of the entire American public.

**Finding and using illustrations.** Art can seldom be bought to order for library publicity. It must be picked up free. Therefore very often the "art" is first found, and it is from seeing it, perhaps casually, that the librarian gets the idea for his message. One can easily collect a large number of valuable pictorial pieces to be kept for appropriate use. Before throwing away

THE LITERARY REVIEW, DECEMBER 10, 1921

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## "They Wished to Treat Me Like a Girl, but I Will Show Them That I Am Queen of England"

SO spoke the slip of a girl who was to shape the destinies of England for over half a century. Brought up in a retirement that bordered on convent seclusion, ignorant of society, guarded always by her mother or governess, what could this girl know of government? The nation trembled for its fate in her inexperienced hands.

But when the great moment came for her to ascend the throne, no indecision was visible. She moved with

a strange assurance, with an authority that her admirers praised and her enemies called obstinacy. What is the truth? Was Queen Victoria a rarely gifted ruler—or was she an obstinate little old woman? And who was the real power behind her throne?

Now, for the first time, the truth is told in that amazing biography



### Intimate Bits

#### Do You Know—

Whose hand it was that, while shaking with a last agonizing illness, wrote the memorandum that determined England's attitude in our Civil War?

What it was that Disraeli prevailed upon the Queen to do when all other counselors had failed?

How Prince Wilhelm (afterwards the Kaiser) was made to obey his royal grandmother?

What caused the scandal about Lady Flora Hastings—and what the

## QUEEN VICTORIA

Fig. 59.—The emotional appeal of the girl Queen's declaration, together with the picture, make a compelling desire to read a notable book.

magazines a year or two old, take off all the covers which have pictorial value and bind them into books to be used by illustrators. Have someone, after receiving careful instructions, go through covers, text and advertising pages and cut out the items that may be useful later, as described on the next pages.

(1) Large display pictures, from magazine covers; full-page magazine advertisements and stories; publishers' posters; book jackets; posters from business concerns not allied with books; borrowed plates from library books. Examples: An electric fixture manufacturer supplied local stores with a large panel in



*and as each head fell*

Fig. 60—Heading for full page book advertisement. There may be a few who would read the text without the picture, but a large proportion of readers will spend several minutes in examining the details of the picture and be led thereby to read the text. Material of this sort which can be cut from old magazines and book reviews and then mounted upon cards is very successful for window exhibits, accompanied by the appropriate books, or for use on bulletin boards.

colors showing a girl reading before a floor lamp. The panel was cut out and used with library books in window exhibits; later it became the pattern for a similar picture on a billboard. This volume shows many illustrated examples of publicity from such miscellaneous sources. Colored cover pictures are most useful mounted as parts of large posters for window exhibits, fair booths, and bulletin boards. (See Figs. 115, 118, 122, and Chapter 24 on how to make up such posters.)

(2) Half-tone pictures in black and white, frequently found inside magazines of all sorts. These are difficult to reproduce for a second printing, as the first half-tone engraving cuts out a large portion of the surface of the plate and when a second



half-tone is made from the first printing there is little left. But they can sometimes be "touched up" with a pen, pencil, or brush by a skilful artist to reproduce effectively.

(3) Line drawings. These include what are called zinc etch-

ings or the engravings which reproduce in full the lines of the original drawing. New cuts can be made from ordinary line illustrations and can be greatly reduced in size so as to be appropriate for book lists and other small printed matter.

Commercial companies are disposed to cooperate with libraries in allowing reproductions from their printing. Write to the company that evidently paid for the original art work and ask permission. The courtesy of a credit line on such reproductions is expected.

**Having new illustrations made.** If possible, drawings should be made with dimensions just twice, three times, four times, etc., the size of the desired plate. The drawing for a line plate is photographed down to the proper reduction as an image on the metal plate

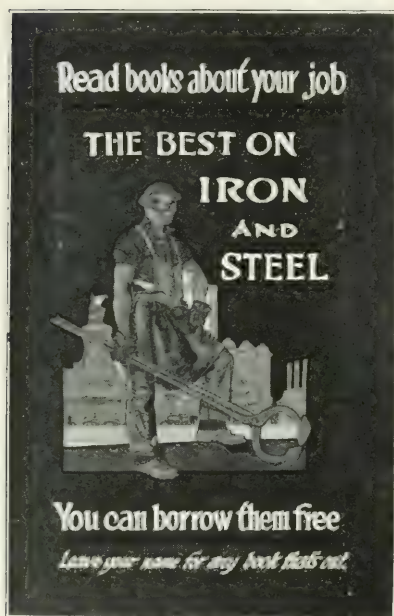


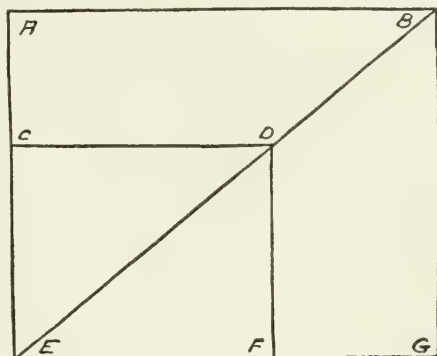
Fig. 61—Use of magazine covers. Striking colored illustrations such as shown here can be cut out, pasted on the mat and sent to the show-card man with a layout sheet, showing the size and style of lettering, outline, etc. The outline makes the picture stand out vividly. Such pictures have many other uses.

zinc being the metal commonly used for line plates, hence the term "zinc etching." By a chemical treatment the lines and areas that are to remain as printing surfaces are protected before the plate is plunged into an acid bath. The action of the acid on the metal is to "etch" or eat down the surface of the plate except where the chemical treatment protects. This

etching by acid is the first process. Afterwards the plate has the blank spaces routed out by a machine and is often hand-tooled in order to improve its printing qualities.

**The half-tone process.** As in the case of line plates, copy for the illustration, whether

photograph, wash drawing, pencil drawing or charcoal sketch, is photographed down to the desired reduction or made the exact size of the original if desired, but in transferring the image to metal, a screen is used to break up the solid masses of tones. This screen will be coarse for coarse papers and fine for smooth, glazed papers, and its quality is designated in terms of lines to the inch. Newspapers use half-tones of 65-line or 85-line screen. The usual other screens are 100, 110, 120, 133, 150, 175 and 200. The most common half-tones are the 65-



*Courtesy of W. B. Conkey Co.*

Fig. 62—To find dimensions of enlarged or reduced cut. If to be enlarged let CDEF be the corners of the original. Lay off the new width desired at G or new height at A and draw a perpendicular or horizontal line, respectively, to B, the point that this new line is intersected by a diagonal through DE. The line BG gives the new height, or AB gives new width. To reduce the size let the outside lines represent the original, draw diagonal EB. Then lay off the desired width F or height C. The unknown dimension is CD or DF.

and 85-line for newspapers and the 120, 133 and 150 for magazines, and on paper such as that used in this book. The effect of this lining or screening is to break up the solid effects of colors of the original drawing or photograph into tiny squares or dots that can be reproduced with printers' ink. Even on the finest half-tone, if the illustration be examined with a magnifying glass, the screen can be plainly seen. For reproducing pen-and-ink-drawings and other illustrations where the lines are in full black and white, rather than in shades and tones like a photograph, the zinc cut is used. Several pictures can be reproduced

at one photographing provided they are to be all of one proportionate reduction or enlargement in size. If pictures of varying size are to be made into cuts of a single size, each must be done independently. For *redrawing* pictures either smaller or larger, for various purposes, the pantograph, a tracing device with four arms, is a great help.

**Visualizing the library's story.** Librarians are apt to overlook the vital necessity for placing their feature facts in pictorial form just as much as possible. Anyone acquainted with public opinion and the habits of newspaper readers realizes that only a small per cent pay much attention to even the best prepared articles on such a subject as library buildings or support. Repeating the same facts in many forms and through many channels may not and seldom does reach the expected proportion of "prospects." As Walter Lippman says:

"When public affairs are popularized in speeches, headlines, plays, moving pictures, cartoons, novels, statues or paintings, their transformation into a human interest requires first abstraction from the original, and then animation of what has been abstracted. We cannot be much interested in, or much moved by, the things we do not see. Of public affairs each of us sees very little, and therefore they remain dull and unappetizing until somebody with the makings of an artist has translated them into a moving picture . . . . Being flesh and blood we will not feed on words and names and grey theory. Being artists of a sort we paint pictures, stage dramas and draw cartoons out of the abstractions. Or, if possible, we find gifted men who can visualize for us. For people are not all endowed to the same degree with the pictorial faculty."

**Graphs and diagrams.** The graph, or diagram, is often the shortest route to the understanding of the reader. No figures, no tabulation can give the mental impression to the public of the size of the book stock, for example, so quickly as a graph or picture showing all the library books piled up three or four wide into a tower as high as the Bunker Hill monument, and for comparison the figure of a man standing at its foot. The graph, therefore, makes it unnecessary for the reader to go through certain mental processes; it short-cuts the message; it stamps a definite impression on the brain of the most casual observer.

Words are seldom remembered unless they are transferred into terms of pictures. These pictures are transferred to the subconscious mind without effort, and present themselves again at odd moments to the conscious mind until their message is completely and thoroughly understood. Graphs also help to avoid misunderstanding. Words and phrases sometimes permit of misinterpretation. Unless a graph is too complicated, it does not fail to leave the desired positive impression.

**Cartoons.** More important than any of these, however, are the cartoons that may be possible in the newspapers. Only the large cities employ cartoonists, but in the case of a library campaign, it may be possible to find some local artist who can prepare a cartoon or two, and the newspapers may be willing to run these. Cartoons should seek to bring out the humorous or emotional appeal. Full-size copies of the cartoons illustrated in this volume are on file at A. L. A. Headquarters, and can be reproduced for local use.

**Some examples.** This chapter is too brief to include more than a few suggestions on the making of library diagrams and charts. The easiest to make, and one of the most effective, is a large-scale street map of the city, mounted on beaver board; the various branches, stations, and distributing points, actual or prospective, are indicated by red stars, triangles and squares, which with the lettering stand out clearly. People never tire of looking at maps of this sort. At the top, bottom, or side of the map, an appropriate caption should appear: "How library service covers Attleboro"; "Hardly a section of the city without library book service"; "Is there a library station near your home?"; "Youngstown, a city of readers—600,000 books borrowed last year."

The maps and diagrams described above are of the simplest type. The librarian should attempt to put in graph form such items as the following: library expenditures per capita in his city as compared with the national average (for example the \$1.00 per capita called for by the A. L. A.); the proportion of library borrowers to the total population; number of books lent per capita, possibly shown by the figure of a man holding three



or four books with the question: "Did you get your proportion of library books this year?" No samples of such illustrations have come to hand, but other types of visual messages are shown later. The Cincinnati library keeps a collection of large pictures of its varied work to be used for exhibits and in talks before various organizations. Lantern slides and films have also been used to some extent. The Keystone View Co., Meadville, Pa., has a new set of 60 lantern slides illustrating various phases of library work, buildings, children's work, departments, county, etc. These may be borrowed, at the cost of transportation, by librarians who plan campaigns or lectures.

**Procedure.** In preparing charts they should first be laid out on a letter-size sheet with pencil, without stopping to make any measurements or even to compare the statistics. The first thing is to catch the idea of presenting the facts so that they can be understood by the layman. In the case of pictorial work, the pencil sketch should then be prepared and handed to the artist with spaces of locations for lettering indicated to him.

A favorite type of diagram is that showing increase in annual circulation. Lay off horizontal lines an inch or an inch and a half apart, sufficient for the last eight or ten years. Mark off horizontally sufficient space to indicate the circulation by thousands, ten thousands, or some other unit, from zero up to the total circulation for the last year, and then mark off and connect with a heavy line the points indicating the total circulation for each intervening year. In the case of diagrams and charts where many straight lines are to show, these can be drawn in by a capable library assistant more economically than by a professional artist or show-card writer. If the work is to be done by a show-card man, the size, colors, and locations should be carefully indicated on a lay-out sheet.

The "pie-diagrams" shown in Figs. 44 and 156 illustrate the effectiveness of proportion portrayal. This idea can be adapted to various phases of library work, other than financial. It is especially adaptable for campaign publicity in its various phases (Chapters 14, 29 and 30).

## CHAPTER XIX

### NEWSPAPER PUBLICITY

NOTE. Certain portions of this chapter are quoted, through the courtesy of Professor Willard Grosvenor Bleyer, director of the University of Wisconsin School of Journalism, from outlines of five lectures on "Writing library news" given by him at the Detroit Conference of the American Library Association in 1922. These lectures, in turn, are based on Professor Bleyer's three textbooks on journalism, all of which should be studied carefully by librarians engaged in publicity work; namely, *Newspaper writing and editing* (revised edition), *How to write special feature articles*, and *Types of news writing*, all published by Houghton Mifflin Co.

In order to exhibit the "layout" and headings of as many different types of news articles as possible in the space available, the text of some clippings has been much reduced, but can be read through a hand glass by those interested. The clippings are reproduced by the zinc process, which shows the text better though at the expense of the original newspaper illustrations.

**I**MPORTANCE. There is no type of library publicity so important as that secured through the local newspapers. Probably librarians would join school officials in the opinions reported by R. G. Reynolds in his valuable study, *Newspaper publicity for the public schools*: "the biggest single factor"; "the support or opposition of the press may make or mar a school system"; "a sympathetic press is worth a \$10,000 appropriation"; "programs cannot be put over easily or well without the support of the press." The newspapers reach circles and sections otherwise inaccessible to the library's message. Newspaper publicity also provides a continuous background of impressions about the library and its work; the name becomes a part of the life of the community.

**Library's use of this medium.** Practically all public libraries of any size use newspaper publicity extensively, though with considerable variation in the amount carried on. Buffalo, (population 506,775) reports 127 news articles, filling 52½ columns, during the first six months of 1923. This is an average of four-tenths of a column per article. Fifty-one of these articles were prepared by the library. Toledo, (population 243,164) reports 1449 inches from January 1 to June 30, 1923. Binghamton,

(population 67,000) reports 158 news articles filling 51 columns during the first six months of 1923. Youngstown (population 142,000) reports 2771 inches from March 1 to September 1923. In Indianapolis (population 314,194) newspapers ran 186 articles in 1919; 1,014 in 1920; 1,480 in 1921; 1,677 in 1922; 1,577 in 1923. Jersey City publishes each week a list of new books in each of three daily papers and an average of one  $\frac{3}{4}$ -column news item per week. In each case the library "copy" is made up by the librarian or staff members, imitating the newspaper style. One paper publishes a weekly young people's section in which the library is given a column for juvenile books. Both St. Paul Sunday papers run a book list, one giving also a column and a half for reviews of recent books, the latter written by various patrons of the library, thus serving the double purpose of publicity and binding the patrons more closely to the library. There is an extensive list of persons willing to write reviews. The other Sunday paper strikes off three hundred copies of the book list each week for distribution at the library. Branch libraries with fair regularity print items of neighborhood interest, new books, exhibits, meetings, contests, etc. Utica prints its monthly report regularly in the newspapers. Bangor, Kalamazoo, and others use display advertising with some timely slant and feel that it is a good investment. Mason City, Iowa, says, "Our notes in the paper have appeared in some queer corners, e. g., on the classified want page, with the markets, and in the society column. We try to have interesting notes and timely suggestions for the reporter who comes regularly once a week and sometimes twice a week."

**Three types of material.** The librarian must make a study of newspaper methods and principles of news selection in order to present acceptable material. Library news is of three types: (1) Items such as appointments, resignations, action of the library board on important business and policies, construction of new buildings, establishing of new rules, etc., which any newspaper man would seize upon as first class news. (Newspapers eager for.) (2) Information about the library and its methods,

too uninteresting in subject matter or in treatment or too specialized to be of interest to more than a few readers. (Newspapers will not use.) (3) The large proportion of information about lectures, book reviews, special features, and books, which can hardly be classed as great news but can be made acceptable to the paper if the librarian will give it a news effect, a humorous or curious twist, or present it as a desirable type of information. (Papers will use if properly prepared.) The librarian's problem is to acquire practice in writing up messages acceptably.

**Personal relationships.** Cordial personal relationship will encourage liberality and assistance on the part of newspaper people. Some editors overlook the *news* possibilities of books and the library, and busy reporters often look upon a library assignment as a "dead" one. Quoting from Professor Bleyer:

The librarian should call on the editor-in-chief, managing editor, or city editor of each local paper, and should offer to furnish library news regularly, free of charge. He should submit a well-written news story to the editor at this first meeting, as a sample of what he proposes to furnish. He should find out from the editor how the latter prefers to print library news: i. e., whether on a given day each week or whenever the librarian furnishes it; whether in a library department or as general local news; on what day and at what time of the day the editor prefers to have the library news turned in. All newspapers must be treated alike, if they are willing to publish library news. Morning and evening papers alternately should be given the first opportunity to print important library news. The librarian may offer to furnish the editor with brief, descriptive reviews of new books received at the library, or suggest to the city editor that a reporter be sent to the library regularly to get news. The first time a reporter calls, it is well to explain to him the library point of view, particularly with reference to humorous "human interest" stories about library patrons. If a newspaper has a literary editor, the librarian will cooperate with him or her. The librarian may offer the resources of the library as well as personal assistance in looking up material that the newspaper may desire for editorial and other purposes.

In Des Moines the library sets aside a table with writing materials for use of newspaper people. Occasional visits to the



editor to keep him posted on general library hopes and progress, without asking for anything, are mutually helpful; only thus do some editors "catch on" to the library's purposes. Ask that some reporter who has shown a special interest in it be assigned to the library. Such reporters are generally book users themselves, and can suggest many fine news items which the librarian and his staff would overlook.

**Opening the librarian's eyes.** Working with the newspapers is the most forcible method of compelling librarians to get the outsiders' point of view. The librarian thinks that the newspapers should see his point of view; he states his facts perfectly for librarians, but not for men and women with less specialized understanding of his subject. He is sure to be rudely shocked when he discovers the superficial way in which the library has been written up. Stories which he has given out verbally or even in typewritten form appear with headings and revisions that give an unexpected result. As school officials complain (Reynolds, p. 57), "News is written by those who don't know a thing they write about"; "injudicious criticism of the schools by immature and inexperienced reporters"; "editors write authoritatively without being properly informed"; "wrong interpretation of facts"; "frequent exaggeration"; "too brief"; "headlines often misleading." Get outside of the building and find out what people are thinking about besides the library, and especially guard against taking for granted the public's knowledge of library affairs. "Forget publicity and write news. Write for the newspapers just as a reporter writes, and remember always that you are writing for the newspapers and not for the farm bureau, church, or library."

**What interests readers.** The only chance of having library copy accepted is to write so interesting and sound a story that the paper will take it on its own merits. According to Bleyer, the things that interest readers, arranged according to importance are:

New, timely, current events and ideas; unique, odd, curious, extraordinary things; contests, struggles, fights, in politics, business, industry, sports; the lives and welfare of others (so-called

"human interest"); personal success, health, happiness; romance, adventure; mystery; amusements, hobbies; children; animals. The reader's interest is measured by the reader's familiarity with persons, places, and things (local interest); the prominence or importance of persons, places, and things; the closeness of the relation to the reader's personal affairs, his home and business interests.

Professor Bleyer's contrast between what news is and what it is not follows:

**What news is.** News is timely information concerning anything that interests readers, that is significant to them in their business and home relations or in their relations to the community, the state, and the nation. News should be presented in an impersonal, impartial manner. The best news is that which has the greatest interest and significance to the largest number of readers. The librarian should ask himself these questions concerning everything that he thinks is library news: Is it new and timely? How many readers will it interest? Will it interest the average reader? How much will it interest him? Is it connected with his home, business, and community interests; with his interests as an American citizen?

**What news is not.** News is not editorial matter that tries to convince readers and to make them act on their convictions; it does not urge them to come to the library, or to get free bulletins. News does not consist of the opinions of the writer of it; it is concerned not with what the reporter thinks or believes, but with what he sees and hears. News is not criticism; the reporter does not pass judgment on books, plays, music, or pictures, although he may describe them in an impersonal, impartial manner if they are new and timely. News is not advertising, for advertising is printed salesmanship designed to attract attention, arouse interest, create desire, and produce favorable action with a view to effecting a sale. Libraries

# ASKS WINDOW SHADES FOR HISTORIC MUSEUM

Attendance in 1921 Passed Million Mark, Says Director Lucas.

While it may not seem possible that an institution like the American Museum of Natural History in a city like this could possibly need such simple and inexpensive things as window shades, Director Frederic A. Lucas says so, and he ought to know if any one does. New window shades are required on two-thirds of the building's windows. The museum also needs a fence, he says. Immediately following the detailed report of President Henry Fairfield Osborn, in the recently issued general fifty-third annual report of the whole organization, comes the report of the

# REV. J. P. ANSHUTZ REBUKES PAPERS

New Member of Library Board Scolds Them At Trinity Church

The Tacoma newspapers were vigorously scolded by Rev. J. P. Anshutz, newly appointed member of the Tacoma library board at the Sunday morning services at Trinity Episcopal church, according to reports given out by parishioners present. Mr. Anshutz made accusations of misquotation and distortion of news and rebuked the newspapers for venturing to criticize him during his brief term of office. He asserted that the newspapers "played up" the library affairs in scare-head lines because there was a (Continued on Page 2, Column 5)

Fig. 63—The influence of the headlines. Above, how the editor passes by important news of a great institution to headline a trifle because it has an appeal to curiosity. Second sample shows newspaper report detrimental to library's interests. Readers are more affected by headings than by actual news, and their reactions against this trustee's attitude must have weakened the cause of the library.

may advertise, as some churches and schools do, but such advertisements must be paid for, and should not be confused with legitimate news of the library.

**What is news in a library?** Among the news possibilities in a library are: (1) new books, particularly those with local or timely interest; (2) books made timely by special occasions, holidays, or seasonal interest; (3) books made timely by some current issue or local problem; (4) books by or concerning persons in the public eye at a given moment; (5) gifts to the library; (6) new catalogues, special lists of books, bulletins, new government publications, etc.; (7) new regulations governing the use of the library; (8) librarian's reports on circulation, use of library, costs, etc.; (9) "local ends" of state and federal library reports, periodical articles; (10) interviews with the librarian on current topics pertaining to the library; (11) personal news concerning out-of-town visitors.

**Library policies.** Be particularly careful to see that no distinction is made between the local newspapers as to amount and promptness of the news sent in. Two evening or two morning papers should receive a copy of the same manuscript at the same time, six hours before press time, if possible. This is sometimes complicated when a reporter from one paper calls in person to get a story which has not been prepared. In such a case, if it is a piece of news, the librarian will notify the other paper, but if the reporter is writing a special story on his own initiative, and this has little news value but is in the way of a feature article, it is generally his exclusive territory. Do not ask to have news suppressed or postponed. It offends newspaper men and often leads to "scoops" and unpleasant results. The newspaper's job is to report the news, whether or no.

**Interviews.** Newspaper interviews are often dangerous and disappointing, especially when any question arises involving personalities or general policies. The reporter has to watch for opinions, more often than facts, which can be headlined as "news" or as something that will start discussion, whereas the average librarian wishes only to give out some matter-of-fact information and then withdraw into his shell. An interview is likely to cause him regrets. Reporters who are given neither typed stories nor interviews will often try to find their own news.



## BOOK SUGGESTIONS FOR HOSPITAL LIBRARIES ARE PREPARED BY COMMITTEE

Short Stories and Novels by Any of the Following Authors Will Make Good Reading Material for the Sick.

## SERVICE IS WATCHWORD AT PUBLIC LIBRARY



thing wanted in the way of advice to the sick. Mrs. Welles is always available for information. She says that despite the considerable years she has spent in the library service there is a great deal that is new to be ascertained. But the patron himself will find that there is little about books that Miss Welles can't give some information on.

During the busy hours at the library there are two attendants on duty at the information desk. The accompanying picture is that of Miss Lucia M. Stevens, 323 W.

## EACH DAY FULL OF PUZZLES FOR NEWARK LIBRARY FORCE

Every Assistant Is an Information Bureau and the Exec of Questions Runs from Lipping Girl to Twentieth Century Diogenes With Worst Yet to Come.

Good librarians must be mind. What answer could be given to this when in the past month's time the Newark Free Library and third from the end of the line for some time.

## SECRET IS SAFE WITH PUBLIC LIBRARIANS

THE public librarian and his assistants bear the same confidential relation to library patrons as the doctor does to his patient. "It would be unethical for the librarian to discuss with others what books persons ask for and



what inquiries they make that may be answered thru the library service."

Those were the words Carl Vitz, head of the Toledo Public Library, gave in reply to a rather inquisitive question.

What questions the patrons ask of the reference department, and what books they seek will always be matters of private interest. Just as the doctor would refuse to tell an outsider what ailment afflicted one of his patients.

LIBRARIAN VITZ recalls a very striking example of what may happen when someone finds out what interests another at the library.

While in Cleveland, Vitz says a man went to the reference department of the Cleveland Library and asked for certain information on a technical subject. The attendant wrote down the question and the answer was to be written, after

search of the books, on the opposite page, as is the custom.

Shortly after, another man came in and asked for information, and the attendant wrote the question down. The second inquirer, being able to look on the book as his question was jotted down, took note of what the first man had inquired for. As luck would have it, both men were interested in the same line of industry.

QUESTION OF No. 2. He got busy and in a short time his firm came out with a product it probably never would have gotten had not the idea been suggested thru the rather innocent eavesdropping.

Henceforth the reference book was changed so no question remains in view once it has been written down.

So if you are rather sensitive about letting folk know the kind of books you borrow from the



public library, or, you the loath to have anyone learn the pertinent question, you wish the reference librarian to answer, don't hesitate for want of assurance. The librarian and his assistants are confidential advisers. They won't breathe it to a wall.

## Mr. Public Library Tells People of Muskegon, at Union Bank, Why It Pays to Make His Acquaintance

"People of Muskegon, I am the Public Library. I am an delirious rival to you that I have come right down to the Union National bank to shake hands with you, and get acquainted in the hope that you'll return my visit."

"The country have tried to tell you, we have everything they've learned. Could you tell me what sort of a story is Irving Bacheller's new novel about Benjamin Franklin?"

## SERVICE OF LIBRARY COSTS TOLEDO PEOPLE BUT 6 CENTS A MONTH

Six cents a month! That's what Toledoans pay for one form of recreation that furnishes the only rival to the Union National bank to shake hands with you, and get acquainted in the hope that you'll return my visit."

The delightful hours spent by readers in the library. The significant feature of this statement is that the Public Library, in one of its least important functions, is providing for Toledo a service that costs but 6 cents a month.

## Trained Librarian to Take Charge Of Library's Technical Department

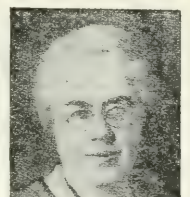
Engineer's Club Will Pay Half of His Salary—Beginning Sept. 1.—Reference Service Re-arranged.

Owing to the steadily increasing demand for technical men in Youngstown, the Public Library is now making plans to open a technical department on Sept. 1, with

range its entire reference service in the number of questions looked up for readers, and after Sept. 1 will be in a position to give much more com-

## New Reference Librarian to Aid Youngstown Readers

Plans have been under way for some time by the local Public Library Board to enlarge and extend its reference service to "the public" on the demands made by 50,000 book users who last year borrowed over a half million books. Miss Caroline Lauman, who has been Director of the Library's Circulation Department since November 1921, resigned her position on August 1st to accept a position in Western Pennsylvania, and her re-



## STUDY LIBRARY METHODS HERE

Western Reserve Girls Will Take Practice Course.

Miss Marina Hays of Spencer, Ind., and Miss Barbara Brumbaugh of Huntington, Pa., two students from the library school of Western Reserve university of Cleveland arrived

## BOOKS IN HOSPITAL AT PUBLIC LIBRARY

Volumes in Public Schools Are Now Being Taken

## GAIN IN READING

Children Get 14,000 More Books During Vacation

A gain of 14,000 books in the juvenile circulation of public library resulted during the recent vacation period.

The increase is due to the certificates offered by the public library for vacation reading. Children were required to read eight books, of which at least three were non-fiction.

## PUBLIC LIBRARY NEEDS OUTLINED

Branch Libraries Should Be Located in All Sections of City Says Vitz.

The needs of the Toledo public library for the next 10 years were

Fig. 64—Two-column stories devoted to the library's methods of carrying on its work. Most of these are centered about reference service, especially the variety and novelty of questions presented. The lower left-hand article is especially good. Many papers carry human nature stories of this sort with pen-and-ink-drawings. Note the two cases in which the picture of a library worker is featured; the unique way of presenting library finances on a basis of 6 cents a month; the monologue of the Muskegon library. Use these headings for local stories.



A well-meaning reporter, upon leaving the librarian's office without any news, wanders into the children's room and finds a bulletin board record of vacation reading. Attempting to solve its figures, he finally makes out that one boy has read forty books in six weeks. A fine piece of news, says the reporter, and tells the world about it in the headline, surely an innocent story. But great numbers of readers, who look no farther than the headline, are sure to criticize the idea of children reading so many books, although the text of the story explains that a certain portion of these have to be classed books. If the reporter had asked any questions, he would have learned that the children had to make a careful report on each book. What could have been written up into a helpful story becomes a detriment without anyone's intention. "The strict executive, who will not permit a letter carefully dictated to leave his office without re-reading before signing, is expected to deal in an offhand way with the most vital of topics whenever asked to do so by a reporter, whom he has perhaps never seen, who relies upon his memory only, who has no fundamental knowledge of the subject, and who does not permit the subject of the interview to see what he is to be committed to saying before its publication." Refrain from overstatements, from debatable subjects, from slang or unconventional language (which may be quoted verbatim) and from personal explanations meant only for the reporter's ear but often carried into print.

**Editorial bias.** When library news gets beyond the sort represented by book lists, stories about library service and other routine details, and touches upon problems affecting public opinion, the attitude of the editors is of pressing importance. Librarians who have had experience realize that the same news item may be handled in entirely different ways as to its location, amount of space granted, and the favorable or unfavorable tone in which the text and headlines are prepared by the reporters and at the city editors' desk. Up to the present time, where library service has not been plainly open to criticism, little of it has been unfavorable. As time goes on, however, and

the public becomes better acquainted with what libraries should be expected to do, much more will be said by the people and by newspapers, and their demands will be more exacting. It will be increasingly necessary for libraries to base their policies upon definite principles of justice, and to explain these freely in advance to the public.

In working for the Public Square Branch in Youngstown (see Appendix) an interesting contrast in editorial attitude was discovered. One of the two editors gave support; the other feared opposition, especially from those who mistakenly believed the proposed site should be paved for traffic purposes. This feeling was shared by the headline writer and copy editor. The library announced its plans only after considerable unreported preliminary work in securing the approval of various organizations; legal and financial points were taken care of, and then a reporter from each paper was asked to come at one time to the library where the librarian gave the same brief interview to both men, supplemented with a typewritten statement. The first paper gave front page space, including a three-column cut of the building, and the article took a favorable attitude throughout. The other paper printed this on the inside page, and placed the library on the defensive by such phrases as "library officials say"; "it is believed"; "the library trustees will attempt to prove." It was necessary to devote a great deal of time to the publicity concerning this project in order to forestall misleading news stories. Special signed newspaper interviews were arranged, as an important additional step (Fig. 142). Although only one out of fourteen councilmen voted against it, the "coldness" of the second paper continued for eight months until a citizens' traffic committee unanimously reported that "clearing off the Square" would do traffic no good. Immediately publicity about the branch was welcomed.

**Preparation of manuscript or "copy."** Professor Bleyer gives the following directions for preparing newspaper "copy."

Typewrite manuscript, double or triple spaced. Write on but one side of the paper and leave liberal margins. Indent each paragraph at least one inch. Leave the upper half of the first sheet

blank, if you do not write your own headlines, or "heads." Follow the typographical style of each paper for which you write, in the matter of punctuation, abbreviation, capitalization, and use of numerical figures. Get the style book or sheet of each paper if it has one. Avoid reformed spelling and library capitalization. Revise your

"copy" carefully before sending it to the paper. If you write your own "heads," build them on the basis of those in the paper for which you are writing. Make a carbon duplicate of your copy and compare it with the printed form to see what changes the editors deemed necessary. Don't feel hurt if the editor cuts down your story, or changes your copy or heads; profit rather by the changes that are made even if you don't agree that they were necessary. Put the end mark "#" at the close of your story.

General principles of newspaper writing. The salient characteristics of journalistic writing Professor Bleyer sets forth thus:

The structure and the style of news stories are determined by the fact that newspapers are read very rapidly. Clearness is usually obtained by comparative simplicity of diction and sentence construction. Readers must grasp the meaning at a glance. Conciseness is essential for rapid reading, and is necessary because

<b>LIBRARY RECEIVES SPLENDID HISTORY</b>	Since the arrival of Joseph Conrad America an unusual interest has been manifested in him and his writings. Conrad's parents were Polish.
Volumes Dealing with Supreme Court's Part in National History Donated by John Ford  Through the interest of John W. Ford, widely known local attorney, the Public Library has just received the three-volume set of "The Supreme Court in United States History."	<b>New Science Books at Public Library Are in Big Demand</b>
<b>LIST INDUSTRIAL ARTICLES</b> <i>10/11/23</i>	Volumes on Leather, Oil, Petroleum, Rubber and Allied Subjects Are Bought.
Library Official Points Out Important Subjects  Magazines for October available in the industrial department at the public library, contain several important articles, as pointed out by G. C. MacLain, industrial librarian. Their in-	Science is having its innings this week with the new books at the public library which will go into circulation on Saturday and for which <b>Animal Books Have Been Popular Here During Circus Week</b>
<b>BOOKS WILL AID TRAVELERS</b> <i>10/11/23</i> Library Assembles List On Foreign Countries  To meet the needs of travelers seeking information about foreign lands the public library has assembled a list of books. Among the list	Volumes, Dealing With Circuses and Animals, Are Taken Out of Public Library.
<b>PRIZE OFFER FOR ESSAYS</b>	Are Toledo people interested in animals? Miss Jessie Welles, assistant librarian, thinks she has had evidence
Library Announces Nation Wide Contest in Interest of Chemistry  Alvin MacLain, industrial librarian at the Public Library, received word Thursday that the sum of \$10,000 has been donated to the American Chem-	<b>COOL LITERATURE IS IN DEMAND FOR HOT SUMMER DAYS</b> <i>Aug. 5-23</i> Arctic Tails, Recipes for Ices and Refrigeration Taken From Library.
<b>CONRAD'S BOOKS IN LIBRARY</b>	BY DORIS WILDER. <b>E BUSINESS BOOKS FILL BIG NEED</b> <i>STAR - 2/21/23</i> Age of Study Has Arrived; Says Seattle Librarian
Visit of Author to America Brings Demand For Works	Business literature has become so definitely practical and so complete in its scope that the business man cannot afford to neglect it, according to J. T. Jennings, librarian of the Seattle public library. "One might on first thought be inclined to think that to bed-fellows

Fig. 65—Typical double headings on single-column stories about books, showing also the opening sentences as prepared by newspaper men. In every case they sound like news.

newspapers generally have much more news than they have room for. Because of the narrowness of the newspaper columns, paragraphs should contain from fifty to one hundred words. One full length line of typewriting makes two lines in print. Every paragraph should begin with a group of words that present an important idea, so that the reader's eye will catch the significant ideas as he glances down the column. The structure of every sentence must be evident at a glance if it is to yield its meaning readily to the rapid reader. Significant ideas should be placed in the first group of words at the beginning of every sentence, but this does not mean that sentences should trail off loosely in a succession of phrases and clauses. Long, loose sentences are hard to read and should be avoided. Only such words should be used as are familiar to the average reader. If technical terms are absolutely necessary, explain them.

**Structure of news stories.** The news story may be divided into the "lead" and the body. The "lead" is usually a summary of the most important facts; it answers the reader's questions: Who? What? When? Where? Why? How? That is, it gives the person, the thing, the time, the place, the cause, and the significant circumstances.

Examples:

(1)

"The income tax, I believe, is the fairest of all taxes," declared Prof. Frank R. White of the University of Alaska in the first of the public lectures on current topics at the Carnegie library last night.

(2)

That the popularity of automobiling and of moving pictures has not affected the circulation of library books during the last year in Clinton is shown by the annual report of Miss Alice Warren, the librarian of the Winterfield Memorial library, just issued.

(3)

"Paul Revere, silver-smith, of Lexington fame, is one of the advertisers in the Independent Chronicle and Universal advertiser of Boston for January 1, 1784, a facsimile of which has just been presented to the public library by Mrs. George R. Williams, formerly of this city, now a resident of Milwaukee."

The lead may contain more than one sentence or more than one paragraph; its length should be proportionate to the length of the whole story. The most important or most interesting feature should be put in the first group of words at the beginning of the first sentence of the "lead." (of above, "income tax," "popularity of automobiling and moving pictures," and "Paul Revere, silver-smith.") The time and the place are not usually placed first. In the body of the story, follow the chronological order or any logical order, repeating any points already given in the "lead"



if these points are necessary for clearness. The least important points should be placed in the last paragraphs as these paragraphs may be cut off in the "make-up."

**"Playing up" the feature of the news.** The methods of "playing up" the most interesting point, or "feature," of the news by placing it in the first group of words at the beginning of the "lead" of the news story, instead of burying it in the story, are illustrated by Dr. Bleyer in the following examples:

(1)

(Story as originally written; feature of local interest buried)

The *Wisconsin Library Bulletin* says, "The circulation statistics of a given library may mean much or little, relative to the whole service, as one knows about its work in the Reference and Children's rooms. Its service, too, should be judged in relation to the facilities which the community makes available through adequate appropriation." In a list of 124 libraries published in the *Wisconsin Library Bulletin* in places with a population of over 1,000 only eight exceeded Blue Lake Public Library in circulation per capita. Our circulation for the past four months was 4461. From the middle of November to the fifteenth of March, 340 books were loaned to people living in the town of Blue Lake and 237 to people living in the town of Milford.

(Lead as rewritten to play up local feature)

The Blue Lake public library ranks among the highest in the state in the number of books that it circulated last year in proportion to the population, according to statistics just published in the *Wisconsin Library Bulletin*. Only eight libraries in cities and towns of over 1,000 exceeded the local library in circulation per capita.

(2)

(Story as originally written, with feature of local interest buried)

Miss Milton, city librarian, gave out the following report, showing population and number of books read by each city in Walker county during the year just closed. Waterville first, Granton second, Oxford third. A total of 55,442 books were taken from the local library last year, approximately 7.5 for each resident. Waterville has an appropriation of \$5,500 for the year 1922 to carry on library work.

(Lead as rewritten to play up local interest feature)

That 55,442 library books were read in Waterville last year, enough to supply every man, woman, and child with seven and a half books in the course of the year, is shown by the annual report just issued by Miss Mary Milton, city librarian. This places the local library first in circulation among those in the county, with the libraries in Granton and Oxford second and third respectively.

(3)

(The lead of the story as originally written)

The extra hour has been tried and found "not wanted" at the John H. Manton free library, and therefore, starting this evening, the circulation department will return to the old basis of closing at eight o'clock. The policy of circulating books until closing hour at the library has been adopted in many cities, but a two months' trial in Kenton has shown that a majority of Kentonians are perfectly satisfied with the service rendered without the extra hour. The reading rooms at the main and branch libraries will remain open until nine o'clock as usual, but hereafter books will be loaned until eight o'clock only.

(Lead as rewritten)

Eight o'clock instead of nine will be the closing hour of the circulating department of the John H. Manton free library, beginning this evening, because it has been found after two months' trial that few patrons of the library desire to take out books after eight o'clock. The reading rooms, however, both at the main library and at the branch libraries, will remain open until nine o'clock as usual.

(4)

(News story as originally written)

There will be a public meeting held in the library on Thursday afternoon and evening, at which Mr. J. A. Foster of Johnstown will speak on the City Manager plan. Mr. Foster is a prominent worker in the campaign now being waged in that city to elect a board of councilmen to put across the City Manager plan. He has a store of valuable information, along the line of his experiences, and is an interesting and able speaker.

Alderman J. R. Black will act as chairman of both meetings.

People who want information on this subject, both men and women, are cordially invited to attend either meeting and to ask questions which may come to them, so they will be prepared to vote intelligently next Tuesday. The afternoon meeting will open at 2:30 and the evening meeting at 7:30.

(News story as rewritten)

Lively discussion of the proposed city manager plan for Medina is anticipated at the two public meetings to be held next Thursday afternoon and evening in the lecture room of the public library, when J. A. Foster of Johnstown is to speak on the campaign that is being waged in that city for the adoption of this new form of city government.

A large attendance of both men and women is expected at both meetings, because of the interest in the vote on the plan here next Tuesday. Alderman J. R. Black will preside at both meetings, which will begin at 2:30 and 7:30.

Questions regarding the workings of the city manager plan will be answered by Mr. Foster, who has made an extensive study of the subject of municipal government.

(5)

(News story as originally written)

Miss Fannie Wilson, librarian of the Cambridge public library, in addressing the students of the Fox county teachers' training school today told them that she is in favor of the bill now before Congress to allow the free distribution through the mails of library books to farmers, but she believes the county service here could not be extended unless aid were given by the county.

At present, Miss Wilson said, the library here is doing all possible for the farmers of the county, and what is vitally needed is a fund which would allow the installation of a duplicate set for farmers' use. This is done in many counties, Miss Wilson said. Now seventy farmers are accommodated by having books sent through the mails.

(News story as rewritten)

"Farmers of Fox county can have library books sent to them, postage free, from the Cambridge public library, if the bill before Congress providing for the free mail distribution of such books is passed," said Miss Fannie Wilson, city librarian, in addressing the students of the county training school here this morning.

To give residents of the rural districts the same library privileges that those of the city enjoy, Miss Wilson pointed out, the county board will have to make an appropriation to purchase additional copies of library books, as has already been done in a number of other counties.

Without the free mail distribution, seventy Fox county farmers are now availing themselves of the library facilities of the local library, Miss Wilson explained, but doubtless many more would use the library if the pending bill is passed.

**Newspaper headlines, or "heads."** For large city newspapers it is not desirable for the librarian to undertake headlines, but in smaller cities he may well try his hand, for even if his heading fails to suit the editor it will be useful to the latter as a suggestion for the "head" which he himself must write. Your paper will give you a sample sheet of headings showing different sizes of type and how many lines of each are used in one heading. Library news seldom carries more than a one-section head two lines long, but there is no harm in preparing a longer head provided, when the editor cuts it, it contains the main idea as the librarian sees it. Leave blank the upper half of the first page of copy so that the editor may write in his final

heading. The principal points to be considered in "building" newspaper headlines as Dr. Bleyer presents them are:

A good head is a brief bulletin or summary of the news in the story. It should not be a label but should suggest life and action. It consists of a top-line and one or more "decks" or "banks" or "crosslines." Significant words should not be repeated in the different parts of the head. A semicolon is used to separate parts of the top-line, but a dash is employed to separate independent parts in the other decks. Numerical figures may be used in heads when they are the most effective way of presenting important points. (For wording of typical headings, see third paragraph below.)

Count the number of letters and spaces in the head that you are using as a model. The letters "M" and "W" count as  $1\frac{1}{2}$ -unit letters, and "I" counts as a  $\frac{1}{2}$ -unit. Type is made of lead, not of rubber, and cannot be condensed or stretched to fill space. Your head must correspond within one unit of the model; it is better to have it  $\frac{1}{2}$  or 1 unit short than too long. In the decks or banks, in pyramid or hanging indention form, it is sufficient to have the average number of words contained in the decks of your model. The subject of the verbs in the decks, if not expressed, is assumed to be the same as that of the statement in the top line or a preceding deck or line. Life and action are given to heads by specific verbs. Short words are preferred in top lines and cross-lines. Heads should not promise more than the story contains. If you write your own heads, you can make prominent the points that you want to emphasize (Fig. 50).

### Getting ideas for news stories.

1. Be alert to see news possibilities in each new development, problem, new method of routine, reports from or conversation with staff or public. Casual, even seemingly foolish questions asked by friends, outsiders or passers-by often suggest topics for news items.

2. Cultivate "nose for news" among staff so they will report inquiries, demands, complaints, curious incidents (nothing to be used that will embarrass any reader or type of readers), etc.

3. Subscribe to clipping bureau and "make over" stories used in other cities.

4. Cultivate two or three reporters on each paper and have them watch for outside news that suggests to them topics that can connect with library.



### Chinese Influence Seen in Books Read at the Public Library

Out of China there has come a new series of novels which deal with the same. Man Jong (sometimes called Lone Choo). Society all over America, lured by the mysticism and mystery of the Oriental, has taken it up.

several novels which deal with the life in that far-away land. Below is a list which may be used as a check-list to those who wish to make a study of China, the flowery re-

### What Best Sellers of a Year or So Ago Have You Skipped

#### A Reminder From the Public Library of Good Things You May Enjoy

Just before the overwhelming numbers of new fall titles reach the public it is a time to look back and see what good books we might have skipped during the last year or more. The following list (taken from the

Tarkington, "Ali + Adams"  
Walpole, "Young Enchanted"  
Wharton, "Age of Innocence"  
Widdemer, "Fear + Delight"  
Non-Fiction  
"Stirrers of Downside Street"

### NEW NON-FICTION BOOKS NOW AT LIBRARY HAVE SUBJECT FOR EVERYONE

Brazil's Literature, Memories of Robert Louis Stevenson, Australia and New Zealand and Cyrus Curtis, Treated by Writers of New Volumes.

The result of the publishers' Spring rush is evident in the number of new non-fiction books at the public library which will go into circulation on Saturday. The largest group

and literature social usage. Can Remember Robert Louis Stevenson? It compiled from the thoughts of 97 contributors all of whom can lay claim to the statement of the title. "Brazilian literature"

### Heavy Run on Free Public Library Depletes Supply of Books on Radio

Men and Boys—Some Girls, Too—Besiege Reference Sources for Information, and Enthusiastic Tongues Babble Technical Terminology That Bewilders.

SINCE the inauguration of the radio broadcasting service in this city the Sunday Call there has been a steadily increasing demand at the Free Public Library for books on wireless telephony, wireless telegraph and kindred subjects. Just lately the rush for such books has been quite

### NON-FICTION BOOKS AT PUBLIC-LIBRARY COVER VARIETY OF SUBJECTS

Book on "Our Best Poets" Tells Why America Is Not Producing Great Poets—Many Interesting Volumes Among the List.

The subjects of the non-fiction books on loan advance short in the public library, which will go into circulation Saturday, are as varied as

small volume on the advances which has been compiled by the faculty of the South Philadelphia High School for Girls.

### Book Enables Kazoo Woman to Reduce From 150 to 115

The significant report made by one of the patrons of the Baltimore public library that she had reduced her weight from 150 to 115 pounds after reading a book and grow thin book

of the Teeth There are also books dealing with "round shoulders" and how to prevent or remedy them. Half a dozen of the books are on diet among them a book on "eat and grow thin" and another on "eat and

### NEW BOOKS AT LIBRARY RANGE FROM BIOGRAPHY TO SUBJECTS OF SPORT

### Women in Shabby Garb Read 'Mind in Making'

Gum Chewers Here Crave Books on Etiquette, Say Library Attaches.

7-2 R.M. Rao  
There's a very little paradise in Highrow and lowrow alike. Scott, Fitzgerald, and Sher whether seeking information or wood Appleton, it almost a bad merely curious. He at least interested in how people should behave. A young colored boy was Book lovers are ducking the extreme realism that has been among those who have read the

### Library Observes Constitution Week and Has Some Special Books

The Public Library, through its assistant librarian, Mrs. Tate, is observing the 125th anniversary of the adoption of the American Constitution this week.

one of this important and very interesting work for it is constantly in demand.

A new work, "The Supreme Court in U. S. History," was published last year, written by G. C. Warren of the

### If You Want To Study Human Nature Visit the Library, Many Types Are There

7-2 923  
If you want to study human nature just take a quint at the folk-tale at the City Library these "old days." Some experts urge the railways stations for a close-up on the shell rimmed glasses, reads thrills, that cute college co-ed is reading Van Loon's "Outline of History." She is not a candidate for the Carnegie hero reward, either. The sleek looking young fellow

### Newark's Free Public Library Offers Means Of Furthering Enjoyment of Grand Opera

In the history of the lyric drama there was a time when the singers employed in and the people patronizing it regarded opera merely as a means of displaying beautiful voices and skill in vocalization. During that early period

scapophony instead of hymnody. As to make amends for its assaults on vocalists he wrote an aria in his "Ariadne in Naxos" that is one of most florid and difficult creations in the line and as a "show piece" for coloratura.

### Toledo Public Library Suggests Some Books Which Have Won Prizes

A MACINTO BENAVENTE, the Spanish dramatist, was awarded the Nobel Prize for literature for 1922. His plays have been translated from the Spanish by John Garrett Underhill and include "The Bonds of Interest" and "His Widow's Husband."

The following books were awarded Pulitzer prizes for 1922:

"One of Ours," by Willa Cather won the prize of \$1000 for the American novel which "best presents the whole"

### TEN THOUSAND BOOKS WANTED FOR LIBRARIES IN HOSPITALS OF CITY

Noted United States Surgeon Tells of the Great Advantages and Benefits to Be Derived from Such Hospital Libraries.

"It is the unanimous testimony of physicians in a modern hospital for curative that a hospital library service is one of the most important agencies for the

Toledo, May .... 1923.

Library Birthday Week Committee,  
Toledo Public Library, Madison Ave., Toledo:

Please enter my contribution of ..... books for the hospital library campaign you are conducting in connection with the fifteenth anniversary of the founding of the Toledo Library.

Your Boy Scout representatives can secure the same by calling for the books on June 9.

Fig. 66—Novel headings for book lists. Successful efforts of reporters to find some news value in what may have come from the libraries as mere dry book lists. Part of the text of each story is reproduced here in order to show how such articles are started by the copywriters. In every library there is plenty of this human interest material going to waste because overlooked by the staff.

5. Along with the search for book news material (to be discussed presently) watch for interesting news about authors, reading, literacy, publishing, in magazines, library journals, and *Publisher's Weekly*. The latter source is prolific of good articles which, cut or slightly altered, will interest many newspaper "fans."

**News stories about books.** A mine of golden publicity ore lies in wait in the very material which maintains the library's existence—new books. Some papers have not yet grasped the value of weekly book lists, but are delighted to get a news story written *around* some new book, and even to run short subject lists if they start off with a new volume, or with something "newsy." Whenever (a) books are received by gift (Fig. 65); (b) books are purchased in a hurry to meet some special demand; (c) books are received, or have already been on the shelves, that tie up with national news, public problems under discussion, deaths, arrivals of visitors or prominent speakers; (d) a book has had a direct part in solving some local problem; (e) a printed book list is issued, or one received from another library or A. L. A.; then the library has a chance to tell the public, and it is the sort of news which will at least receive casual attention and often be read through with care. In the case of new books, the publishers' circulars, jackets, book reviews can be quickly marked up, a lead dictated, and ten minutes sees a first-class story ready. For other stories quote some striking opinion from the author, or make a note of some newspaper statement from a prominent man and use it in the headline or first paragraph.

Examples of headlines: John McRay gives new books to library. Expensive art works donated to library. Library rushes books on Egypt for readers. Library books received for tonight's peace lecture. Books ready for Clio Club program (mostly older books). Auto tour books at library. Harvard President's book at library. Furnace book at library: important for iron workers say officials. Business books: seven important volumes added to library. Library gets book on Roosevelt's religion. Many new volumes to go into circulation at

library Saturday. Crave to read about tropics. Arctic Region books in demand: many calls at public library in view of lecture by Don Macmillan. "Greatest" books absent from Toledo shelves (two of H. G. Wells' list not in possession of the library; based on interview). New science books in great demand:

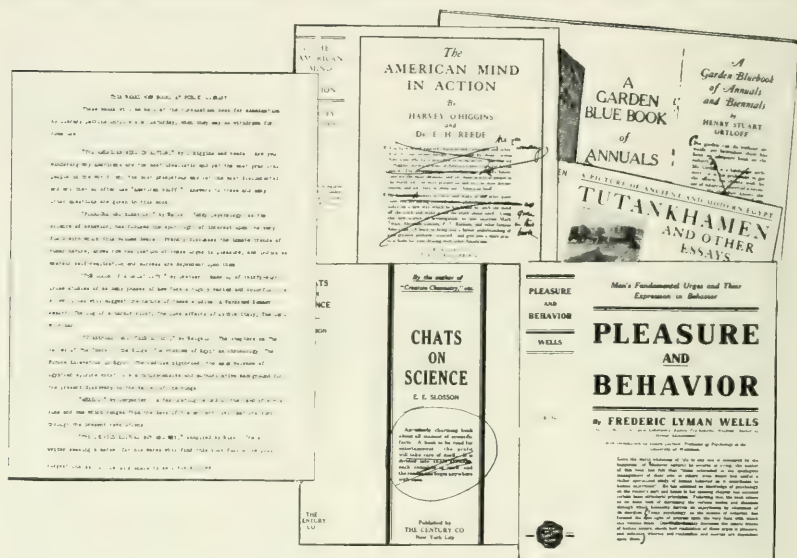


Fig. 67—How newspaper book lists can be made up quickly as the jackets "come through" with the books, ready for circulation. They can be lightly marked in pencil to show the typist what sentences are to be copied. Some libraries are less disturbed than others over the possibility of keeping the publishers' enthusiastic comments.

volumes on leather, oil, petroleum, rubber and allied subjects are sought. Everything from bugs to drama in new library list. Toymaker books at library keep idle children busy. World's emotion found in library: shelves packed with joys, sorrows and romance of human race.

**Regular book lists in the newspapers.** One of the greatest assets that a library can have is the steady good-will and patronage from a weekly book list. People come to look for it and depend on it; they check it and bring it to the library. Non-readers know, even if they do not act on the knowledge, that the library is keeping up with the world's work, and many of them read

the notes as current information. A regular newspaper list is far ahead of any library bulletin in its publicity value, and there is no printing expense. Certain subjects and types of news go better in separate circulars, book lists or bulletins, but they are rare (Chapters 22 and 23). The larger the city, the less space given up to book lists, as a rule; New York, Chicago, Boston and a few others are given no regular book list space. In cities somewhat smaller the attitude of the papers is considerably influenced by the activity and standing of the library and the skill with which the lists are prepared. In smaller places the papers are, as a rule, glad to print good lists. Despite the pressure of other work, reserve an hour a week to revise and prepare the headings and leads for the book list, so that each will thoroughly please the editor. Clip paragraphs from the publishers' announcements or from book advertisements in the magazines and attach to the book order cards at the time orders are placed. Such notes are in the appropriate vein for newspaper use. Better still are the printed and mimeographed news bulletins that certain publishers issue for newspaper release.

On request libraries can receive them regularly. The items are too long to use in full, but some specially striking or novel

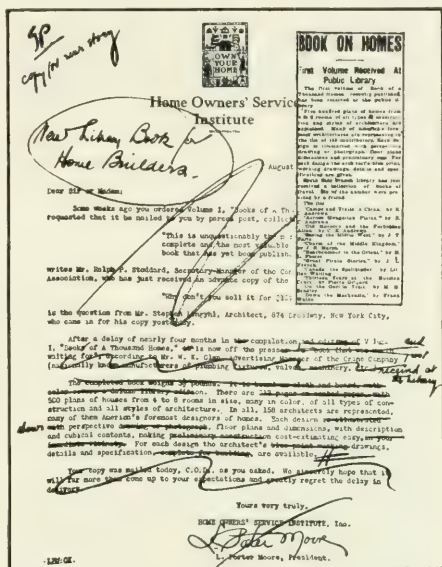


Fig. 68—One of the short cuts. Librarians often make too much work of their publicity. Here is the original circular letter from the publishers. It was clipped to the order card and "came through" when the book was ready for circulation. In three minutes it was marked up in pencil ready to be typed for a news story (about ten minutes' work), and was sent out as the daily item from the library. Note editor's changes in heading and lead.



paragraph can be edited to make the lead, or introduction, for the list, and phrases or new facts about authors, books or subjects, can be inserted in the book notes. The book jackets afford a ready source for notes. Take a pencil and bracket the sentences desired, marking in any needed additions, and altering such commendations as may seem extravagant. A typist can take the order cards and jackets, so prepared, and finish a short list in an hour (Fig. 67). Different papers have different styles for printing regular lists. There is a strong tendency against regular headings, especially illustrated ones, and toward the ordinary news heading, locating the list wherever it may "make up" best rather than assigning a regular spot. A picture heading or "box," i. e., a space enclosed by heavy lines, however, is a great help from the library point of view, as it makes the list stand out prominently. If running weekly lists in more than one paper, offer to give each a copy of the same material. If one paper wishes to omit or cut down notes, or have its own introduction, explain this to the other editors and have all satisfied. In one city where two papers had declined for some time to run weekly lists, the librarian prepared an especially timely list and succeeded in persuading one editor to promise to give space every week. Within an hour after this appeared the other editor called up the library and wished to know why he had not been given it also. On being told that his paper had "passed up" weekly lists some time previous (which he had forgotten), he asked for the particular list on a regular basis and even agreed to put a picture heading on it. An artist friend donated the drawing, and the librarian was astonished when the newspaper came out with this heading in three-column size. After a few months the editor decided "it gave a patent medicine" appearance to the page, and thereafter used a "box" heading. The first paper, meantime, had a two-column heading drawn and used it regularly.

**Special feature articles.** This type of news is in favor with newspaper editors. They believe it is much more effective than


the fixed types such as the library column or "corner." This type differs from "news" in that it can be longer; it can go into more detail; it permits more use of illustrations. As Professor Bleyer says:

Magazine sections of Saturday and Sunday newspapers contain popular articles, usually illustrated, dealing with local topics of interest. These special "feature articles," or "stories," are more or less detailed presentations of facts in interesting forms adapted to rapid reading, for the purpose of entertaining or informing the average person. A special article usually deals with a piece of recent news that is of sufficient interest to deserve amplification, with some seasonable subject, or with some subject of general interest, not immediately connected with current events. It usually involves the use of the narrative-descriptive methods of fiction for the popularization of facts. This does not mean that fictitious material may be substituted for facts, but that actual incidents, concrete examples, and specific details may be made most interesting to the average reader by being presented in story-like forms.

## WESTFIELD HAS ONE OF BEST LIBRARIES IN MASSACHUSETTS

**SOME UNIQUE POINTS ABOUT THE WESTFIELD ATHENEUM**  
 Harold A. Wootter  
 Institutions like individual here distinct and different personal view. We all know that individuals differ according to their temperaments and interests. The Westfield Atheneum is no exception. It is a place where the individual is the center of attention. It is a place where the individual is the center of attention. It is a place where the individual is the center of attention.

### "Service" Is Middle Name of These Custodians of Wisdom of All the Ages



**Westfield Atheneum Prods Readers to Become Students**  
 Offers Courses of Study With Members of a Faculty Who Live Between Book Covers — Curriculum Embraces Diverse Subjects — Children's Room Has Unique Features  
 THE WESTFIELD ATHENEUM has a reputation of being a place where the individual is the center of attention. It is a place where the individual is the center of attention. It is a place where the individual is the center of attention.

### SCOUTS ARRANGE INTERESTING DISPLAY AT THE PUBLIC LIBRARY

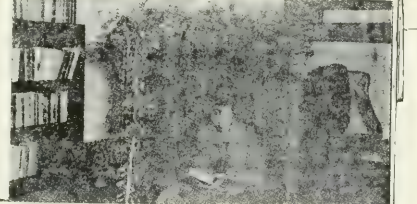


Fig. 69—Three-column feature stories. Newspapers in large cities will seldom give large space to library news. Some large papers seldom use photographs like those shown here of the Kalamazoo staff and Toledo scout show. Westfield's stories show generous space which many smaller town libraries can obtain. In villages the editors are not only willing but anxious to secure local stories like this which have any semblance of news value.

The sources of material for special articles are: personal observation; personal experience; interviews; technical periodicals, reports, bulletins, etc.; and books. The purpose of the special article is to entertain, to inform, or to give practical guidance (to show the reader how to do something). There are several types of articles which may be designated as: the interview, often with a description of the person interviewed; the personal experience story told in the first person; the confession story, also told in the first person but usually published anonymously; the personality sketch, such as is to be found in the narrative-descriptive article. The various ways of beginning a special article to attract the reader's attention and arouse his interest are: the summary lead, like that of the news story; the narrative form, either with or without conversation; the descriptive beginning in which a person or a situation is clearly and vividly portrayed; a striking statement; a quotation, direct or indirect, in prose or verse; a question or a series of questions, direct or rhetorical; direct address to the reader ("Your," "Mrs. Voter," "You, mothers") or in the imperative form ("Look at your watch"); and a combination of two or more of these seven preceding forms.

The best methods for developing the body of the story include: concrete examples and specific instances told narratively; incidents in narrative-descriptive form; statistics popularized; scientific and technical processes; and recipes and directions in practical guidance articles.

Illustrations in the form of photographs, drawings, plans, etc., are extremely desirable to add to the interest and the clearness of an article. Photographs, preferably unmounted gloss prints, should not be smaller than post-card size ( $3\frac{1}{4} \times 5\frac{1}{2}$ ) and may be  $5 \times 7$  or  $8 \times 10$ . Drawings, plans, etc. should be approximately twice as large as they are to appear when reproduced. Printed half-tones in black or colors cannot ordinarily be used as substitutes for photographs. The objects in photographs should be clear and well defined; "contrasty" prints are desirable. Photographs must have life and action and should, if possible, include persons; they must "tell the story," must have illustrative value. Captions or headings, descriptive of the picture or drawing, should be attached to every illustration.

**Board meeting news.** The proceedings of library boards has not yet become a very common kind of news, but will become more so. It is usually covered by the newspaper itself, and is often the occasion for sensationalism. A carefully prepared account of board meetings, if furnished to the newspapers,







might avoid some of this sensational treatment (Chapter 14).

**Editorials.** The use of the editorial for discussing library matters is controlled by the newspaper. Some editors believe that this is the only division of the newspaper which should carry propaganda for, or state opinions relative to, library matters. It is clear that the editorial carries great weight. The proper relations between the library and the editor will make it possible to secure that editorial discussion to which its importance entitles it.

**The column.** The special column writers, humorous, financial, or whatever they may be, often find library news of interest and comment upon it. Columnists may be made valuable assets, largely through personal acquaintance and some interest in their own work and purposes. In Detroit the editor of the experience column "a sort of answers-to-correspondents column" ran a series of book lists contributed by the library. These reached people who wished to go on with their education but could not go to night school. They were intended to be of popular nature of the self-education type, but included some fiction also. Along with them were printed directions for getting a card, list of branches, brief statement about assistance given to readers, etc. This series had a very gratifying response and the idea is worth imitating.

**Cartoons.** For library purposes cartoons are rare, but time will bring more interest in library news and so more cartoons. They not only rivet attention but tell a whole story so that everyone must read it. Sometimes the library workers can think up a cartoon theme that has a real news value, and suggest it to the artist.

**Charts and graphs.** Newspapers as a rule are averse to charts for they are difficult to handle in the composing room, they give an air of "instruction" rather than news, to the pages, and very few charts can be understood by the average reader. However, simple diagrams are sometimes allowed along with reports or feature stories, and if the work can be given a humorous turn



When you break a leg  
or get the mumps  
you have an excuse to  
read a book!

You may never break a  
leg or get the mumps, in  
which case think of all  
the fun you are missing.  
There are all kinds of  
books at

(A)

**The Public Library**

which are yours for the asking

1322 E. Miner. Telephone 351

FOUNDED—An idea in book but  
touched free from the Public  
Library. 7-16-1924

WANTED—Boy with wheel for de-

CULTRER WOMAN wants day work  
and cooking evening meals 30-25-15

FREE SERVICE at Public Library.  
All books guaranteed. Taken back  
or exchanged if not satisfactory.  
Ask for trial sample. 12-26-1924

WANTED—Laundress two days a  
week. Phone 351. 12-30-14

FOR RENT FREE—Books on sales-  
manship, paint mixing, etc., and  
what not at Public Library.  
12-26-1924

OR RENT—Furnished house, near  
High school. Phone 13417.  
12-30-14

—GIVE ME AN ASSAULT OF SICKNESS  
Must hit quickly. Lots of extras.  
Apply Hotel Bronx. 12-30-14

WANTED—Workers seeking ad-  
vancement to visit themselves of  
the free book service at Public  
Library. 12-16-1924

FURNISHED APARTMENT—208 E.  
Pine. Reference. 12-30-14

(B)

## The Kingdoms of the Mind



\* OLIVER WENDELL HOLMES  
Beloved American Poet and Philosopher

who wrote such favorite poems as "The One-Hoss Shay" and  
"The Chambered Nautilus," and essays full of humor, like "The  
Autocrat at the Breakfast Table," once wrote

"Many ideas grow better when  
transplanted into another mind than  
in the one where they sprung up."

So, indeed, many of the thoughts so beautifully  
worded by the poet have moulded the lives of others.  
History is full of stories of men who from the ideas  
gained in books have built a new success. Westing-  
house got his idea of the air-brake from reading. Men  
in Youngstown are searching for ideas. Thousands  
find them in Library books and magazines that cover  
their trade or profession.

**The Youngstown Public Library**

Wick & Rayen Avenues

(D)



**HOW ABOUT THIS**  
WOULD YOU NOT  
MORE TO YOUR  
SHOULD STUDY  
**SPARE**  
THE  
IT GO  
DA  
Study and  
"There's only one thing that will mix with  
business on that's printer's ink."  
Ask for our new list  
**Business Books for Profit  
and Pleasure**  
**BANGOR PUBLIC LIBRARY**  
Telephone 351

Fig. 72—All from paid advertising space, except (b) donated by editor; (a and e) from series of display ads, Kalamazoo and Bangor; (b) the idea from advertising magazine, cut borrowed from printing company's pamphlet. Set up in Century type. (c) paid liners from Stockton, cost 10 cents per line per issue; (d) Bing-hamton's technical book advertising appeals to men seeking better wages.

by droll manikins or other figures to represent "per-capita" facts, etc., the editor may feel that the visualization is both clear and interesting (Chapter 18).

**Display advertising.** Occasionally a generous editor who is a lover of books and a "library booster" will instruct his advertising department to allow free space for library display advertising. The illustrations show two interesting examples. Obviously the value of this is great, partly for its very novelty, but largely because it permits of illustration and typographical display that cannot be bought elsewhere. Cooperative publicity of this sort will be a development of the future.

**"Want ads."** A number of libraries have used ingenious "liners," generally in "help wanted" columns. Sometimes the paper gives the space. The results have been interesting, but have not warranted a continued policy.



## CHAPTER XX

### THE USE OF OTHER LOCAL PUBLICATIONS

**D**ISCOVERING the possibilities. In nearly every community of ten thousand and upward, there are occasional if not regular publications or bulletins issued by churches, civic organizations, women's clubs, etc. Few librarians take pains to discover them. In larger cities they multiply to such an extent that hours would be required to locate them all and keep a complete file (Chapter 9). Prepare library "copy" for regular publications that go out as second-class mail or are distributed at meetings. The chamber of commerce, banks, labor unions, or secret societies, may issue publications of their own. Check up the churches to see which print weekly or monthly announcements.

**Foreign.** Cities not having local foreign-language newspapers often have local correspondents on the staffs of foreign papers issued in nearby cities, and such news as new book arrivals and the library's work will be eagerly received (Chapter 31). Foreign societies often have their own bulletins, and these can be located by personal inquiry among the people themselves.

**Labor.** The same is generally true of labor papers. If one is issued locally it should be given frequent book lists not only on trades but on current social and economic subjects, biography and "meaty" books which would appeal to many of its readers. On technical subjects an easy way to start is by making a straight copy from the shelf-list, omitting books over ten years old. If annotations are easy to find, use them (Chapter 31). These lists should be brief and cover only one subject or trade at a time. Lists of new books should be annotated, for the descriptions will be easy to find, especially if held over from the time the books are ordered (Chapter 22). *The Wilson standard catalog, Sociology section*, has excellent notes of the desired type, ready for use, and this can be supplemented by

[illegible]

Fig. 73—Samples of publicity in minor local publications. (a and c) House organs containing news stories and library lists. In hundreds of communities there are such organs published. (b) Book lists and display advertising in chamber of commerce bulletin. (d) Library item in St. Louis weekly municipal calendar. (e) Book lists from local K. of C. magazine.

**Municipal bulletins.** A small proportion of the cities issue some type of municipal news medium. Some of these are of a stereotyped nature filled largely with "official" reports of council procedures, contracts to let, notices of petitions, etc. Others approach the magazine type and carry specially written articles on city problems and the work of departments. These have little circulation outside the small circle of paid city officials, though there are exceptions. An occasional discussion of library problems or service is worth preparing when

it is aimed as a piece of propaganda. Several libraries have had larger editions of municipal bulletins run off, for the purpose of distributing their illustrated articles to a wide circle of local people. The most productive use of these organs is to run lists or articles on municipal problems of wide interest. Follow the A. L. A. or other available lists, or make extracts from publishers' circulars.

**Chamber of commerce.** Approximately two hundred cities have a news bulletin issued by the Chamber of Commerce or corresponding body. Articles about the library and about its books and service on both business and civic topics are acceptable to the secretary or editor, if brief and to the point. In some cities these organs are more or less perfunctory and are treated as such by the members; they would accordingly warrant less time from the library's editor. Find out what the probable results will be. Librarians who have learned to prepare "copy" quickly by marking up and using items which come to their hands, and can have the typing done by an assistant, are better justified in cultivating this medium.

**Church bulletins.** These are a fruitful field, reaching a class of people who are in general interested in the work and service of the library. But they should not be overworked, and whatever is sent in should occupy only a small portion of the whole text. Otherwise instead of seeming casual and spontaneous, the articles appear to intrude. Lenten reading lists, new titles of devotional books, a paragraph on good books for the children's Sunday afternoons and a few lines about books which the minister has mentioned in his sermons are appropriate items, as are brief quotations about the character-building value of books and the worth of libraries in general.

## CHAPTER XXI

### LAYOUT AND TYPOGRAPHY OF PRINTED MATTER

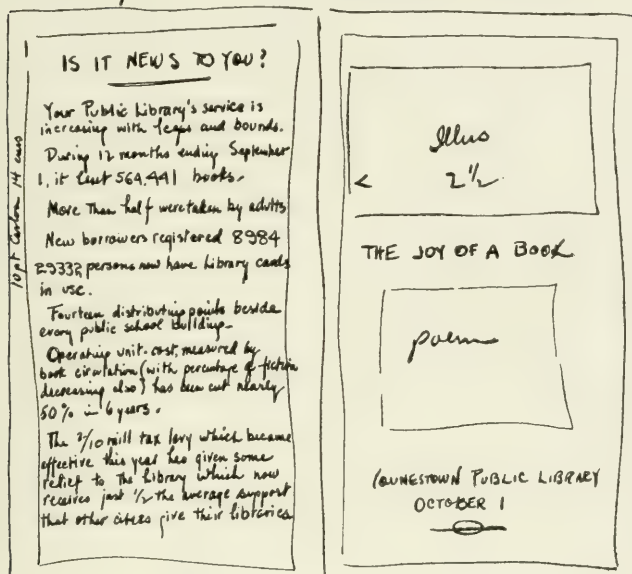
**R**ELATIONS with the printer. Printing for the library generally means to the printer "small work" of few pages, small size, and small editions. Every library runs against some of the following "printing troubles": finding a really good printer in one's town or within easy reach by mail; having to comply with fixed rules regarding getting bids even when the bidders are totally incapable of doing the work acceptably; the frequent cases where for some reason the composition, proof-reading, and presswork present unexpected questions that have to be answered by the printer without the librarian's approval; the rushing through of jobs at the last minute when every step cannot be considered and when instructions are not so complete and specific as they should be. It is wise to insist on good printers, even if necessary to go out of town, and try to confine bidding to them. While most depends on the printer's own taste and skill, here are a few things that will help a little:

Complete the copy with careful layout and specification based on the suggestions in this chapter; consult with the bidders as to any point that may mean a change of instructions; give detailed advance instructions to some assistant to attend to printing in librarian's absence. The instructions to the printer should be complete and specific, otherwise much time may be lost. Taking the "copy" to the printer to talk it over often saves disappointments. It is the exceptional plant that can turn out the finished job inside of a week (more often two weeks) or submit the first proof within three days. Other things being equal, it is better and quicker to have one company attend to the general layout, the illustrations, and the printing, than to depend separately, for instance, upon an advertising man, the engraver, and the printing company. However if time is not the chief consideration, the maximum satisfaction may be attained by consulting the three specialists.

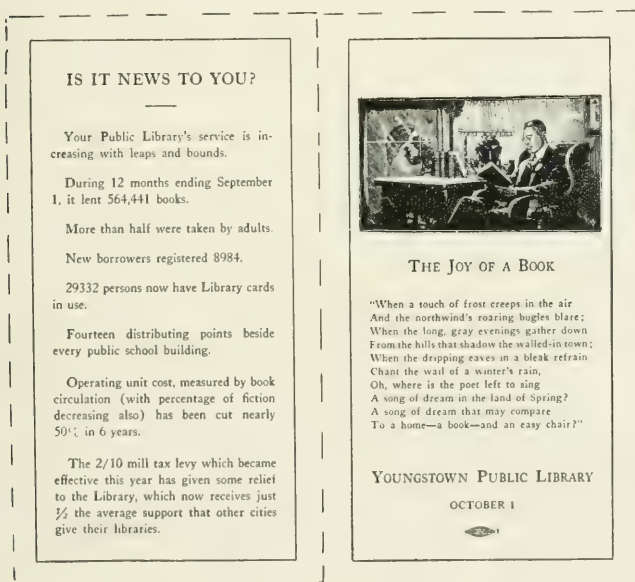


**Preparing the copy.** Study methods that save time and expense in preparing "copy" for printing. Whenever possible reprint from slugs or type lists that have run in the newspapers. As soon as it is decided approximately what sort of printing job is desired, reduce the idea to a rough outline or sketch—a layout. Professor Agassiz used to say that the best way to find out how little one knows about a subject is to make a drawing of it. Besides being essential to the printer, the layout serves to clarify in the librarian's mind all the details and even the general appearance of what he is undertaking. Specify quantity, size, pages, color of stock and printing, location of the illustrations and text, width of type page, type-face, border lines, etc. For example, a handy size for leaflet book lists, especially if to be enclosed in envelopes, is  $3\frac{1}{2} \times 6$  inches, four pages in length. The outline of the finished printing should be laid out with a ruler to exact size on a plain sheet, using one sheet for each page. Decide the size of the type page, that is, how much space on the page is to be occupied by the type, and lay this out on the dummy. Indicate border and illustrations, allowing also for any captions to be set under the illustrations. If large initials are to be used in the text, indicate these also. Then estimate the amount of space necessary to accommodate all the text. The tables at the end of this chapter show the number of words that can be set up in spaces of different size in different sizes of type (measured by "points"). The size of type also influences the amount of space between the lines, and this factor of spacing is also shown in the table. In general, text should be not less than eight point nor more than twelve, though long annotations can be set in six point. Count the words in the text and see if they will go into the number of pages originally planned. It will generally be found that there is too much copy for the space. One must then decide to increase the number of pages and the cost, or cut down on the wording. The copy should always fill an even number of pages so as to waste no space at the end, and if the galley proofs show blank space on the last pages, additional topics or material

10.000 2p-

Set in Carlson, Bodoni  
or some similar style

Figs. 74 and 75—How a layout was prepared for the printer, certain figures being filled in by a staff member. Below, the finished proof. This example is discussed in this chapter.



should be inserted to conserve the back outside page. On smaller jobs either four or eight pages are preferable, though a circular is sometimes printed in six pages with two folds. The next larger numbers of pages should be twelve, sixteen, twenty-four, thirty-two, etc., corresponding to the number of folds made by the printer.

**Some typical examples.** Figure 74 shows layout of a slip to be enclosed in department store bills. Permission was first secured for this privilege, and it was found that 10,000 envelopes were to be mailed. The message was to be two-fold, first to remind the community of the joy of books for the long winter evenings, the other to tell something of the growth of library service, each story to fill one side. Looking through the file of illustrations that had been collected at various times, an advertisement of the Warren Paper Company was found (taken from an old Scribner's Magazine) showing a man reading by the table light. A little verse of appropriate poetry was clipped from a publisher's circular. The copy for the front and back was then prepared in pencil. As statistics were missing at three points, someone in the library was designated to fill these in and take the copy to the printer. The instruction to the printer was only as shown on the dummy here reproduced. Two type faces were suggested, and the printer decided to use ten point Caslon set fourteen ems wide. It took a half hour to make up the copy and the dummy. Costs: two hours' time at \$2 for telephoning, preparing copy, reading proof; four business school students hired by telephone "stuffed" the store envelopes with these lists at 20 cents an hour—28 hours—\$5.60; total office and clerical work—\$10.60. The cost of printing was \$25. Therefore, all costs for preparing, printing, and distributing 10,000 copies of a timely message from the library that suggested in 10,000 homes the delights of books and outlined the work and progress of the library, amounted to \$36, less than one third of a cent each.

**School reference broadside.** Object, to place in the hands of school teachers a brief statement of the value of supplementary books in teaching each grade school subject. To be illustrated,

as everyone is more influenced by a story that is illustrated. Photographs available of "Pilgrim Project" (taken at local school for previous newspaper story); "A study hour in the Manual Training Shop" (from *Manual Training Magazine*, photograph lent by editor); "Pupils reading in a school library" (cut borrowed from A. L. A.); additional photographs made to illustrate the important points; text carefully written and submitted to advertising man and school teacher for criticism; decided to put five pictures in a strip on back page with appropriate text alongside; layout prepared in pencil;  $8\frac{1}{2} \times 11$  size used to fit teachers' looseleaf notebooks. Caslon type. Bids secured on 1500 on Warren's Silkote paper, 70 lb. Bids \$50, \$48, and \$45. Cuts, copy and layout assembled and sent to printer.

These examples suggest some of the points which must be worked out in great detail as plans develop. Owing to their interdependence, they have often to be gone over again because fixed wording and spaces fail to accommodate each other, or illustrations demand certain type faces or vice versa, and all plans come finally to costs and so have to be revised. The layout has therefore been discussed ahead of the various elements that make it up.

**! SUMMER TIME !**  
**VACATION TIME !**  
*That's the Time*

**When Vacationists---  
 And Those Who Stay In Town---**  
*In Fact--When Everybody*  
**Wants Entertaining, Absorbing,  
 Easy-to-read Fiction for**

**SUMMER READING**

Are you making plans to capitalize on this season rich in opportunity for great sales on Summer Reading?  
 The Popular Novels on the Grosset & Dunlap list represent just the type of fiction in greatest demand--  
 Fascinating stories of life and love and adventure. Easy to get one verily swept by the invigorating breath of the Big Outdoors. Luxuriates at leisure in the tang of the Western air--the cool breath of the snow capped mountains--the refreshing breeze from the seas--or the icy cold of the Far Northland.

**Make Window and Interior Displays**  
 Of These Popular And Physically Attractive Books  
 (And You Needn't Be Afraid to Show a Great Big Price Card!)

**Advertise Them as Most Suitable for Summer Reading**  
 For "The Quiet Nook with a Book"--For "The Pleasant Hours in a Hammock"--for the quiet moments in country and town.

And Bring Attention to the Well-Known Authors  
 Zane Grey, Curwood, Kyne, Gregory, Tarkington, Gene Stratton  
 and Eleanor Porter, Florence Barclay, Rinehart, Irvin S. Cobb, Ruby  
 M. Ayres, Ethel M. Dell, Myrtle Reed, Burroughs, B. M. Bower,  
 Dorothy Canfield, Arthur B. Reeve, Octavus Roy Cohen, etc.

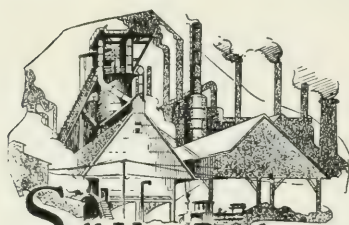
A postcard request to the publishers will bring  
 the advertising material to make this display.

**GROSSET & DUNLAP, Publishers, 1140 Broadway, NEW YORK**

Fig. 76—Words to suffocation. The company should have bought two pages, for this is crowded like a ten-cent store on bargain day. Not one quiet aisle to reflect on the pleasures of books. Its mixture of types, its resounding cries for attention, its lack of any breathing spot except in two little corners remind one that a page of type can affect us almost like a day's experience. The use of such unbeautiful condensed type as in "Summer Reading" is generally occasioned by these objectionable attempts to say too much.



**Attractiveness.** An inexperienced person may be unable to tell why a given piece of printing is good or bad, but he can



**Sell Your Products  
to the Homes of  
YOUNGSTOWN'S  
49,000 Prosperous  
Steel Workers**

THEY earn large wages. They enjoy the most modern comforts. They'll buy any article of merit. They spend a large part of this territory's \$100,000,000 pay roll. Are you getting your share of their business? The VINDICATOR blankets this entire territory and will put your story into their homes.

Cover YOUNGSTOWN With

**The Vindicator**

Daily and Sunday  
YOUNGSTOWN, OHIO

Leacock & Maxwell,  
Representatives  
Metzger Building  
New York  
Marquette Building  
Chicago Ill.



Fig. 77—Two faults: 1. Too many elements and treatments. (a) mills in stipple, (b) automobile in heavy black lines, (c) hand-lettering, (d) large name in heavy Old English type, (e) block of small type poorly spaced, (f) additional wording in two more type faces; 2. Too crowded and confused, due especially to large hand-lettered portion; consequently no chance for white space.

The text should be cut, the ideas on the cover simplified, and the assembled elements harmonized. A light faced type and border go with a light line drawing. For several years there has been a tendency toward less and lighter ornamentation, and lighter type faces. A later paragraph explains the harmony

feel decidedly pleased or displeased by it. He may be attracted by a good cover illustration, the value of which was discussed in Chapter 18; or by a happy, effective wording; or by some decoration or ornament of a subordinate character, such as a mere border, or little thumbnail sketch. But a further study will show other important reasons. The work is either clear to the eye, simple in its elements and message, and well balanced in its composition, or it is too crowded, the typography too heavy, no keynote message stands out, or possibly the whole looks too monotonous, with a deadly mass of unrelieved text.

**Simplicity.** Often we attempt to get too much into a piece of printing, especially on the front page; either too many ideas (Fig. 83), too many words (Fig. 76), or too much type of a size too large for the space available (Fig. 77). All of these faults are forms of crowding which can never be justified anywhere in the finished product.

and appropriateness of various type faces. Hand-lettering (unless done skilfully) often breaks the harmony of surrounding lighter or heavier types or occupies more or less spacing than belongs to it, partly because so difficult to estimate exactly in reproducing. Borders, outlines and dividing ornaments have to be chosen carefully, too, for they may be too heavy or distracting, or not appropriate to the subject. When the layout or the proof is ready, it should show plenty of white spacing around the parts, thus giving relief to the eye rather than confusion. Above all, the main message of the page must stand out clearly, with dignity, supported by a carefully thought-out background.

**Variety.** To have a pleasing variety to greet the eye is not inconsistent with the harmony just called for. Variety is especially desirable on the inside pages, to offer some relief from

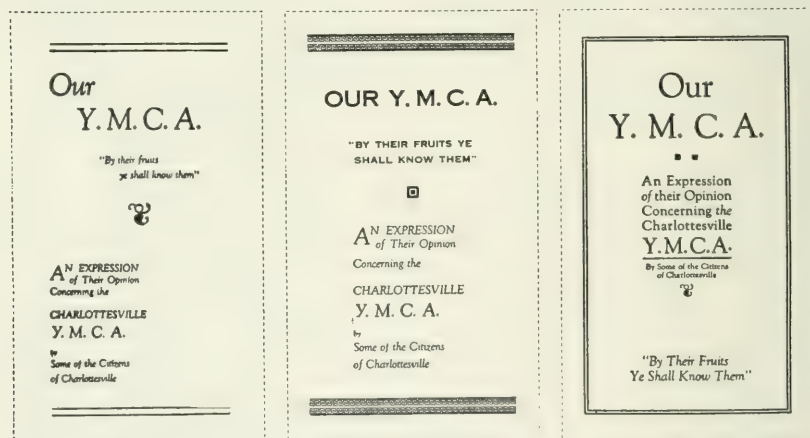
<p>Nature's Purest Beauty Balm <b>POMEROY.. SKIN FOOD</b></p> <p><small>A most valuable Toilet Preparation softens the skin, expels all impurities, and ensures a healthy, natural complexion. A boon to those engaged in outdoor sports or indoor duties. For mother and baby nothing can take its place. It renews the skin when chafed at the seaside, in the country, or prevents your complexion from sunburn, prickly heat, and bites.</small></p> <p><b>POMEROY.. SKIN FOOD</b> Keeps a Woman's Face her Charm</p> <p>THE TOILET BALM FOR . . . SUMMER DAYS AND NIGHTS</p> <p><small>SOLD BY ALL CHEMISTS</small> 1s. 6d., 2s. 6d., 3s. 6d., 5s.,</p> <p><small>OR POST FREE FROM</small></p> <p><b>Mrs. Pomeroy, Ltd.</b> 29. Old Bond Street. London</p>	<p><i>Nature's Purest Beauty Balm</i> <b>Pomeroy Skin Food</b></p> <p>A most valuable Toilet Preparation. Softens the Skin, expels all impurities, and ensures a healthy, natural complexion. A boon to those engaged in outdoor sports or indoor duties. For mother and baby nothing can take its place. It renews the skin when chafed at the seaside; in the country it protects your complexion from sunburn, prickly heat and bites.</p> <p><b>Pomeroy Skin Food</b> Keeps a Woman's Face Her Charm</p> <p>THE TOILET BALM FOR SUMMER DAYS AND NIGHTS</p> <p>Sold by All Chemists: 1s. 6d., 2s. 6d., 3s. 6d., 5s., or post free from</p> <p><b>MRS. POMEROY, LTD., LONDON</b> 29 Old Bond Street</p>
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From Trezise: *Typography of advertisements. Courtesy of Inland Printer*

Fig. 78—Contrast the confusion caused by the various sized type groups in the first example above with the more satisfying and simple appearance of the right-hand example, the bulk of which shows in one width with unbroken white space on both sides. The first is also at fault because of the great difference in type size between the first and second groups of type. Also in laying out groups of type, these groups should be in different sizes rather than repeating several groups of the same size.

a solid and tiresome-looking text. Lengthy annual reports are brightened by frequent paragraph headings, preferably in a black-face type. They can stand in a generous space between paragraphs or be run in the first line of text. Illustrations add to expense (though not greatly, as was shown in Chapter 18), but they insure a double interest in the text by breaking its formality and, if they are appropriate, by again arousing interest. Little pen sketches, if they can be reproduced in zinc cuts at one photographing and cut apart, are least expensive for this purpose.

The more difficult attempt at variety, which leads easily into confusion, comes in trying to make a first-page layout attractive, only to carry too far the contrast or separation of masses which make up the general effect. Avoid too many elements, masses, or treatments; rather only three or four "blocks" of type, a block containing sometimes only a single large line, or a mass of small type, using different widths and heights



*Courtesy of Inland Printer*

Fig. 79—(a) So poorly balanced that it offends the eye. Too great a contrast in two type sizes at top, and too much small type in lower portion, badly scattered. (b) An improvement in balance and more legible. The lower portion spread out too thin. The spot which should be the center of attraction occupied by only an ornament. The crosslines too heavy. The two type faces out of harmony. (c) A happy solution. Three masses in pleasing contrast as to width and size, each legible and relieved by white space. No confusion. All in one face like first example, but sizes better chosen. The border binds the whole together.

for these blocks, and different sizes of one type face rather than different faces. The two treatments of the Pomeroy ad (Fig. 78) are contrasting examples. The first shows variety of size of type and an alternation of balance, but gives a bad repetition in the sizes of the upper four “blocks.” The three “Our Y. M. C. A.” examples (Fig. 79) also illustrate this point.

**Emphasis.** The desire to have some idea, phrase or word stand out above all else makes emphasis an immediate factor in laying out a page or cover. What is to be selected as the headline, how large, where to locate it? Often emphasis is gained along with variety, in the same line or phrase, and by the same treatment as to position, type face, etc. As Benjamin Sherbow says: "We cannot depend on the reader to begin at the beginning and read to the end of our story. So we erect sign posts (display heads) to stimulate his interest and give him in a quick glance the vital points of our message. Display type

# Your Speech to the Wool Club

Suppose you are asked to make an address to the Tide-Water Association or to the annual banquet of the Laidley Employers' Board.

It is a matter of great moment; you write and rewrite your remarks and rehearse all the while. It may even entail a great cost and the finishing touches of a professional coach.

And yet, at most, you will actually talk to no more than two thousand people directly and perhaps three times that number through reports in the trade press.

You are equally careful to give your speech to substance in the advertising columns?

Do you employ the best brains without stint to prepare your messages?

These messages of yours do not go to hundreds at a banquet-table; they go to millions in the homes, and when your chair is called upon to speak the whole nation, if it be only for two minutes, you ought to have the best speech-maker in the nation for your mentor.

When you advertise nationally, employ experts to prepare your speech—your message—your advertisement.

Publishers are in a position to appreciate the best work of the leading agencies.

*Advertising space in the Western publications is for sale by accredited advertising agencies.*

## Buttler—Publisher

The Delineator  
Everybody's Magazine  
The Saturday Evening Post



## Your Business and the Weather Vane

WINDYHEAD conditions in the weathering business are many. They are the result of the weathering business being a highly competitive one, and the fact that the weathering business is a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one.

When the picture was caught in the weathering business, the weathering business was a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one.

There is a great deal of work in the weathering business, and the fact that the weathering business is a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one. The weathering business is a highly competitive one, and the fact that the weathering business is a highly competitive one.

THE NATIONAL BANK  
and CENTRAL SAVING BANK  
1011 W. Broadway - Oakland, California

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[illegible]

Fig. 80—Three good examples of certain principles in form and type-use. The first two show how a straight text can depend upon a goodly margin, short paragraphs with light let into the space, and a bold heading and conclusion for variety and emphasis, to get itself read. The short words make the text interesting and effective. The third, more complicated, is pleasing to the eye because in spite of numerous elements they are all in harmony (even the style of the rendering of the border, ornaments and merchandise), there is plenty of white space and no crowding, and the contents of the frame have been balanced with a rare symmetry and skill. The man, in bold silhouette, and emphasized by frame and position, dominates the display and the selling talk too.



may be either light-face or bold-face. It may be either a larger size of the type in which the body of the advertisement is set or it may be a bolder face. Contrast is what we need in display." It is secured most obviously by using the underline, which in turn should be in harmony with the type it sets off, not too heavy, not too light, not ornate. Use white space around a line, a heading, a paragraph; the smaller mass stands free and catches the eye. When emphasis is overdone, it kills itself; all display is no display.

**Balance in typography.** The hardest element to describe or to put into practice is balance, the art of taking the various independent elements on the page and deciding on their relative importance, size, relationship and position. The three treatments of the same text in the samples of "Our Y. M. C. A." illustrate how in the third version, by more closely grouping certain words, by changing the location and the size of others, an air of strength and repose is substituted for a scattered and unbalanced array of smaller elements. The eye of the average American has become accustomed to certain usual proportions; he likes the width to be about two-thirds to three-fifths of the height; his eye rests most easily at a spot a little above the center, about three-fifths from the bottom, and here he looks for the focus of the message. Similarly he feels satisfied only if the various masses are balanced by a line running vertically through the center of the space. With these two lines of balance established, it is easier to lay out the groups of words, remembering that lines and phrases may be combined, added to, omitted, or transposed, and different sizes of type used, to give each group or mass the most pleasing size and location. Laying this out in pencil in various combinations is the best way to arrive at a solution. The final test of balance is the feeling that everything is as it should be, that nothing can be improved by moving, enlarging, or changing any portion.

**Type-face.** The greatest essential in choosing a type, whether for display or for the text body, is legibility. Unless the page is clear and easy to read, it will not be read. There are scores of

type faces which show great skill in ingenious designing, but disregard the rights of the human eye. Among them are Gothic and Old English, both very tiring to the eye. Use them only for some special purpose where obviously appropriate—Old English on a list of religious or Christmas books; Gothic on a brief formal invitation or announcement, etc. Such clear, clean cut, easily read faces as Caslon, Century, Garamond, Goudy, Scotch are best for ordinary running text, with Bodoni, Cheltenham wide or Bookman Old Style as possibilities for shorter jobs. For display use the same styles in bold-face are all appropriate, with Cheltenham Bold and Goudy Bold preferable. (See examples.)

Scotch Roman ABCDE 123 24 Pt.

Scotch Roman ABCDEFGHIJ 1234 18 Pt.

Scotch Roman ABCDEFGHIJKLMNO 12345 14 Pt.

Scotch Roman ABCDEFGHIJKLMOPQRSTU 123456 12 Pt.

*Scotch.* A plain, legible body type, of considerable dignity and quietness, yet not stiff nor formal as Bodoni. "Businesslike, commonsense, nothing idealized. He is snappy and alert, his field is business, commerce, where he attends to business very efficiently." ("Souls that dwell in types." *Printing Art*, Nov., 1922.) 10 Pt. Solid  
8 Pt. Solid

Goudy ABCDEFGHIJKL 123 24 Pt.

Goudy ABCDEFGHIJKLMNOP 1234 18 Pt.

Goudy ABCDEFGHIJKLMNOPQRSTU 12345 14 Pt.

Goudy ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456 12 Pt.

*Goudy.* Has an agreeable freedom, and composes into strong lines of dignified letter. For lines set in capital letters on covers and in title-pages, the Goudy capitals are good. Where a less conventional letter design is not unsuitable, Goudy's Forum capitals are to be recommended. The Goudy bold faces have had a great run in magazine and other national advertising for a couple of years, for they are striking and pleasing in their legibility and decorative flavor. 10 Pt. Solid  
8 Pt. Solid

24 Pt. Cloister ABCDEFGHIJKLMN 123

18 Pt. Cloister ABCDEFGHIJKLMNOPQRS 1234

14 Pt. Cloister ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345

12 Pt. Cloister ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456

10 Pt. *Cloister.* A very attractive type; has been popular for some time. It is somewhat lighter in tone than the Cheltenham, its serifs and cross strokes being thinner and resulting in a less "blocky" effect. As a body type it is less legible than the Caslon, Scotch and other faces that follow the Roman style more closely, yet solid pages of it have proved satisfactory in annual reports. It is more appropriate for display purposes, set off by white space. This is especially true of the italic, which has many alternate letters with more elaborate flourishes.

8 Pt.  
Solid

24 Pt. Bodoni ABCDEFGHIJKLM 123

18 Pt. Bodoni ABCDEFGHIJKLMNOPQ 1234

14 Pt. Bodoni ABCDEFGHIJKLMNOPQRSTUW 12345

12 Pt. Bodoni ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456

10 Pt. *Bodoni.* A rather dignified and formal design, in which the heavy down strokes have an orderly precise blackness, relieved by the very light contrasting cross strokes. Most appropriate on formal occasions, announcements, invitations, and for short addresses, circulars, and small advertising, though often used for long text. The *Library Journal* (1923) is set in Bodoni.

8 Pt.  
Solid

24 Pt. Garamond ABCDEFGHIJ 123

18 Pt. Garamond ABCDEFGHIJKLMN 1234

14 Pt. Garamond ABCDEFGHIJKLMNOPQRST 12345

12 Pt. Garamond ABCDEFGHIJKLMNOPQRSTUW 123456

10 Pt. *Garamond.* Now enjoying a revival of popularity is primarily a decorative type in its uses today. Solid text used in *The American Mercury* magazine. It can be relied upon to confer a note of dignity and repose without the sombre regularity of such a type as Bodoni. It has a more delicate touch of refinement due partly to the lighter down strokes, and the very slight irregularities in the serifs.

8 Pt.  
Solid

Century ABCDEFGHIJKLMNO 1234 18 Pt.

Century ABCDEFGHIJKLMNOPQRS 12345 14 Pt.

Century ABCDEFGHIJKLMNOPQRSTUVWX 123456 12 Pt.

*Century.* One of the best plain legible types for ordinary use. While it has no outstanding decorative effect it was carefully designed to meet every requirement for reading purposes and is seen daily in books and magazines. 10 Pt.  
Solid  
8 Pt.  
Solid

Caslon ABCDEFGHIJK 123 24 Pt.

Caslon ABCDEFGHIJKLMNO 1234 18 Pt.

Caslon ABCDEFGHIJKLMNOPQRST 12345 14 Pt.

Caslon ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456 12 Pt.

*Caslon Old Style.* Always popular and satisfactory. Combines a singular beauty of proportion with a legibility which few other types can match. The beauty comes partly from pleasing contrast between the thin and thick strokes of the letters, which is everywhere consistent and balanced, partly also from the proportions of the various parts of the letters, and the sharpness of the shoulders. Letters have a generous roundness, which in the printed lines gives an unusual legibility to solid pages of text. The italic type shows 10 Pt.  
Solid  
8 Pt.  
Solid

Cheltenham ABCDEFGH 123 24 Pt.

Cheltenham ABCDEFGHIJKLM 1234 18 Pt.

Cheltenham ABCDEFGHIJKLMNOPQR 12345 14 Pt.

Cheltenham ABCDEFGHIJKLMNOPQRSTUV 123456 12 Pt.

*Cheltenham.* Still a popular type, attractive and compact, and especially good for placards, display work and other publicity purposes. Its heavy shoulders and blocky effect make it less suited for a body type, and in general it lacks the contrast of light and heavy strokes, and the general lightness of mass effect which has become so desirable in the last six or eight years. Few other types have such large "families." Cheltenham can be found in many shops in condensed and extended faces, and often in outline, as 10 Pt.  
Solid  
8 Pt.  
Solid



**Measuring type.** Type is measured up and down, when reference is made to type sizes, each size of type being designated according to points. An inch of type space, measured up and down, contains 72 points. By dividing 72 by the size of any type in points we find the number of lines of that type which can be set, solid, in one inch. For example, by dividing 72 by 8 we find that 9 lines of 8 point type can be set, solid, in a single inch. Width of columns is measured usually in "picas," a unit 12 points or one-sixth of an inch wide. The same style of type as "**Good Printing Brings Results**" may be made in the same point in "condensed" form: "**Good Printing Brings Results**" and also in "extended" form: "**Good Printing Brings Results.**" The terms "condensed" and "extended" are used to indicate the width, only, of the type face.

For spacing between lines of type, strips of metal, known as "leads" are used. Those most used vary in thickness from one to three points. When type is set without the use of these, it is said to be "solid"—when with them, it is "leaded." The term "leaded" usually means an opening of 2 points between type lines. Thus an 8 point type "leaded" would occupy the same space as a 10 point type set "solid."

#### WORDS TO THE SQUARE INCH

5 point, leaded .....	50	9 point, solid .....	28
5 point, solid .....	69	10 point, leaded .....	16
6 point, leaded .....	34	10 point, solid .....	21
6 point, solid .....	47	11 point, leaded .....	14
7 point, leaded .....	27	11 point, solid .....	17
7 point, solid .....	38	12 point, leaded .....	11
8 point, leaded .....	23	12 point, solid .....	14
8 point, solid .....	32	14 point, solid .....	11
9 point, leaded .....	21	18 point, solid .....	7

The above figures are approximate and vary slightly with different styles of type faces.

**Estimating composition.** Printers estimate their costs of composition on the basis of "ems," a unit of measurement for type based on the square of the size of the individual type, as a

6 point em, an 8 point em, etc. The pica is the printer's linear unit of measurement, 12 points long, or  $\frac{1}{6}$  of an inch. To find the number of ems in any given page, set solid, multiply the length of the line in picas by 12 (the number of points in a pica) and divide by the size of type in which the matter is to be set. The result is the number of ems in the line. If a pica rule is not at hand, divide the number of inches in a line by 72, to get the number of ems. Multiply this by the number of lines on the page to get the total number of ems to the page.

**Estimating number of ems in any given copy.** Count the words in ten lines of copy. Divide result by ten to ascertain the number of words in an average line. Ascertain the number of lines on an average page of copy. Multiply this sum by the number of words per line, which gives the number of words per page of copy. Multiply this by the number of pages of copy, which gives the total number of words in copy. Divide the number of words of copy by the number of words per 1,000 ems of the type it is desired to use, as shown in the table below. The result will be the total number of ems in the copy.

## HANDY INFORMATION ON TYPE\*

Size of type	WORDS IN 1,000 EMS		Square inches in 1,000 ems
	Solid	Leaded	
5 point.....	305	207	3.91
6 point.....	312	222	6.94
8 point.....	370	259	12.35
10 point.....	385	289	19.29
11 point.....	373	303	23.34
12 point.....	389	306	27.78

The above figures are approximate and vary slightly with different styles of type-face.

**Length of type line.** The size of the type should be governed somewhat by the length of type lines and vice versa, for the eye cannot easily follow a long line of small type, while on the other hand a short line of large type looks out of place and causes many hyphens and much poor spacing. The following table quotes three authorities on this subject.

\*Conkey.

## RELATION OF TYPE SIZE TO LENGTH OF LINE

	MINIMUM IN PICAS Sherbow	MAXIMUM IN PICAS		Business Training Corporation
		Sherbow	Conkey	
6 point.....	8	10	10	15
8 point.....	9	13	13	
10 point.....	13	16	15	
11 point.....	13	18		24
12 point.....	14	21	21	
14 point.....	18	24	24	36
18 point.....	24	30	30	

**Proof-reading.** Certain correction marks are in universal use in reading printer's proof and these should be learned. When proof contains a number of errors, draw a line from each mark

× Change bad letter	↓ Superior figure
⊥ Push down space	↑ Inferior figure
9 Turn over	[ or ] Move over
9 Take out ( <i>delete</i> )	(?) Query
Λ Left out, insert	<i>out, s. c.</i> Out, see copy
* Insert space	□ Em quad space
✓ Even spacing	/ <sup>1</sup> / One-em dash
⌋ Less space	/ <sup>2</sup> / Two-em dash
○ Close up entirely	¶ Paragraph
— Raise	No ¶ No paragraph
— Lower	<i>w. f.</i> Wrong font
/// Straighten lines	..... Let it stand
○ Period	<i>stet.</i> Let it stand
*/ Comma	<i>tr.</i> Transpose
:/ Colon	<i>Caps.</i> Capital letters
;/ Semicolon	<i>s. c.</i> Small caps
↓ Apostrophe	<i>L. c.</i> Lower case
↘ Quotation	<i>Ital.</i> Italics
-/ Hyphen	<i>Rom.</i> Roman

Cut sent by W. B. Conkey Company

Fig. 81—Proof-reading marks generally in use, and their application on a sample proof. From Conkey's "What a business man should know about printing."

*Initials* *S. c.*  
 A amusing letter from Mr. T. B. Aldrich to Prof. E. S. Morse, president of the American Academy of Science, follows:  
 Prof. Morse, it should be stated, has a handwriting quite indescribable. My dear Morse: It was very pleasant for me to get a letter from you other the day. Perhaps I should have found it pleasanter if I had been able to decipher it. I don't think I mastered anything beyond the date (which I knew), and the signature (which I guessed at). There's a singular and perpetual charm in a letter of yours it never grows old; it never loses its novelty. One can say to one's self every morning, "There's that letter of Morse's; I haven't read it yet. I think I'll shy another take at it today and maybe I shall be able, in the course of a few years, to make out what he means by those t's that look like w's, and those i's that haven't any eyebrows!" Other letters are read and forgotten, but yours are kept forever—unread. One of them will last a reasonable man a lifetime. Admiringly yours, T. B. Aldrich.  
*and thrown away*

in the type to a corresponding mark in the margin. Read all proof-sheets carefully, especially for names, addresses, technical terms, and grammatical construction. Often, when a proof is not read attentively, errors will be overlooked, and once a final proof has been returned these cannot be remedied. Return the original copy with the proof and mark "O. K." or "O. K. with Corrections," as the case may be. Sign your name also to each proof-sheet you correct, in order that the printer may know it has been read by the proper person. If you desire that revised proofs be sent you, after corrections have been made, make a note of this on the corrected proof. Do not send verbal explanations by messenger.

**Mimeographing.** The table below shows comparative costs of equipment and work for mimeographing, multigraphing, and multicolor printing.

COMPARATIVE COSTS OF THREE PROCESSES

	MIMEOGRAPH	MULTIGRAPH	MULTICOLOR
Machine, hand driven . . . . .	\$110	\$185	\$725
(an earlier hand-inked model) . . . . .	65		
Machine, electric drive and automatic feed . . . . .	250	\$750 up	\$1025 up
Extra fonts of type . . . . .		25	20
Stencils . . . . .	25c		
Labor cost of getting a page 8½ x 11 ready to run . . . . .	25-35c	\$0.75-1.00	\$0.75-1.00
Based on per-hour wage . . . . .	40c	50c	60c
Size of text-page possible . . . . .	8½ x 13	7½ x 12 and larger	8½ x 12

The cheapest method of duplicating is by mimeographing. There is an additional advantage; any typist can prepare the mimeograph stencils at approximately the same cost as typing plain sheets of text, plus cost of stencils, 25 cents each. Several libraries, instead of investing in a mimeograph machine, have secured permission to use machines belonging to schools, social service organizations or business concerns. There is a great difference, however, in the quality of work turned out by office



assistants, as to clearness of stencil cutting, the care with which the stencil is run on the machine, and especially the inking. For mimeographing, special porous paper is sold, which takes ink easily, but is unattractive. If a glazed paper is used, interleave the sheets with absorbent paper or blotters so that the surplus ink will be taken up. The mimeograph and also the multigraph (when only typewriter type is used) produce a somewhat unattractive, monotonous sheet, and are inconvenient for making small slips or folders. However, for many purposes they furnish the only acceptable method that the average library can afford.

**Multigraphing.** The multigraph gives a clearer and neater result as there is no difficulty about surplus ink. The multigraph equipment is more expensive and a borrowed machine cannot be used to advantage, as type-setting and running must be done at one place. The multigraph is especially popular in libraries which duplicate catalog cards for branches and stations. All the library's forms and blanks can also be run on this, using especially made zinc cuts and electros. The cost of preparing catalog cards is thus reduced greatly, and publicity work can be handled by the same operator with little additional expense. The best example of multigraphing on a large scale is that done at Indianapolis, where a constant stream of attractive book lists, circulars, special bulletins, or form letters are turned out. Cheltenham or Goudy types are generally used for the headings, and the body of the list is set in typewriter type. Colored papers are used. Nothing larger than a four-page list is run, except where several pages are stapled together into a pamphlet.

**Multicolor press.** In very large libraries it will pay to install a multicolor press equipment, which is the equivalent in many ways of the regular printing press. It uses standard printers' type in all faces, linotype, and all sorts of electros and even half-tone cuts. Although handling regular type, most multicolor presses are used by private business concerns and institutions, and are operated by persons untrained in the printing craft. In circular letter work the multicolor press will print the

letterhead in one color, typewrite the body of the letter in a second color, and add the signature in a third color, giving a complete letter all at one operation. Satisfactory rebuilt machines can be had for \$500. In one library running the multi-color press, the printer is paid \$150 per month; an assistant \$90; and a part time assistant 50 cents per hour, the machine and the typesetting going on continually. The library figures a saving of about one-half, counting paper, repairs, presswork, additions to equipment and salaries, but not overhead, depreciation, or interest. Multicolor press is not recommended for part-time activity unless the rest of the operator's time can be contracted for, which might lead to complications as to labor and wage regulations.

**Papers.** Papers appropriate for library publicity readily group themselves into two distinct classifications, coated and uncoated. Uncoated book papers are known as machine finish, English finish and Antique finish, according to the nature of the surfaces. Coated papers are divided into so-called glossy coated and dull coated.

Generally speaking, in all library publicity matter, the determining factor in deciding what paper to use is the nature of the illustrations. In printing on any paper, only two mechanical elements are involved, types and illustrations. If publicity matter is confined strictly to text, with no illustrations, an Antique book paper, similar to that used in novels, is desirable to bring out the clean-cut definition of the type faces. Line engravings can also be made on Antique paper. English finish papers are the best grades of uncoated book papers. Unlike an Antique paper, an English finish has a smooth, even surface suitable for half-tone printing up to 120-line screen, although, of course, the printing result lacks some of the detail obtained on coated papers. Examples of ordinary machine-finished papers of moderate cost are found in the *Saturday Evening Post* and cheap illustrated magazines. These will take a half-tone cut if not too fine (100- to 120-screen), but not so well as a glazed paper.

Coated papers were invented primarily for printing half-tone illustrations. Either a glossy or dull coated may be selected, according to personal tastes and effect desired. Dull coated will print half-tones up to 133-line screen, giving a soft, pleasing effect, and a degree of elegance not obtained in a glossy coated. Glossy coateds are easier to print than dull finishes, and will print fine screen half-tones up to 150-line.

In this book, printed on Warren's Silkote, a semi-dull coated paper, the requirement was for an inexpensive paper which would print a medium fine screen half-tone of 133-line screen in order to bring out clearly the detail of the small-scale reproduction so essential to the subject. Many of the illustrations being borrowed, some of them are line cuts and some half-tones, the happy medium therefore was a semi-dull coated paper which would not only take both half-tones and line-cuts to good advantage but be pleasing typographically.

No matter how good the typesetter's work and the composition and "make ready," it is almost impossible for presswork of plain text to show up as beautifully on machine-finished paper, because of its very hardness and smoothness, as it does on the Antique or open surface softer papers. College catalogs and the publications of the Carnegie Corporation are examples of this beautiful presswork.

## CHAPTER XXII

### BOOK LISTS AND CIRCULARS

**B**OOK lists, **individual vs. newspaper.** It is obviously a legitimate expense for a library to announce its new books in lists on special subjects. Expensive printed catalogs showing the complete contents of any section of the library, like complete bulletins of new titles, while having some publicity value, are hardly to be considered as valuable publicity mediums. As a means of arousing attention, separate printed book lists should also be compared as to cost with the same material in newspaper form. Newspapers seldom have space to publish lists of the length and style that the library might wish, but lists printed in newspapers are sure to have a wider circulation and secure the attention of great numbers who would not see any separate list sent out from the library. But the individual piece of printed matter coming directly into a person's hands conveys the individual message, impossible in newspaper form, and is handled and kept more carefully. The chief shortcoming of the newspaper list lies in the difficulty, especially in large cities, of getting space to annotate the titles properly, though occasional libraries are fortunately favored. It is worth while to prepare original and inviting notes for a brief list and to try and induce the editor to run it. There are many subjects and many occasions so special in their nature that the message which the library wishes to send to a certain group could not be considered for general newspaper use. For these reasons, the special printed or more cheaply duplicated book list and circular must play a constantly increasing part in extending the use of the library.

**Types of book lists.** With the printed bibliography at one extreme, contrast some brief, striking, two- or four-page circular or book list printed in colors with an illustration on the front and an arresting headline such as "Are you the kind of guest

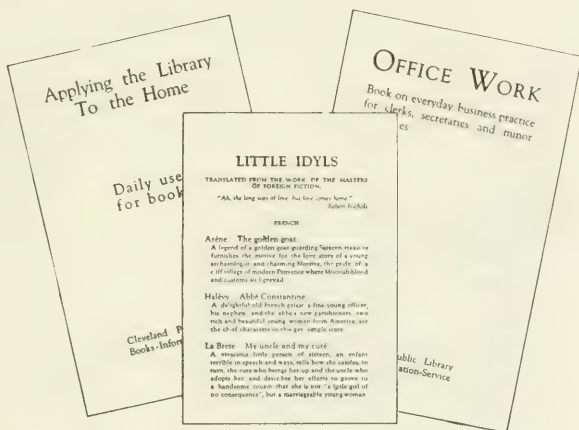


people like to invite?" which, according to *Associated Advertising*, "hits the roving eye of the reader as it would you; you like to be popular with everyone; you wonder if this contains any information that would help you to be a more likeable guest? Shades of Lord Chesterfield, you'll read it! Would you if the caption had been 'Books of Etiquette'? The headline (or title) should have a verb in it if it possibly can, and the verb should be one of action." This overdrawn example calls attention to the degree of publicity appeal which the piece of printed matter should possess. The purpose of lists is to get people to read the books; if time and money are to be spent in compiling and printing the lists, the questions of an appealing title, selection, text and typography should be carefully thought out. The method followed in Cleveland and Indianapolis of issuing great quantities of ever-new, simple, one- two- and four-page slips and folder lists, is obviously effective. These lists are quickly compiled "without pomp or ceremony" and run off at slight cost. They doubtless get more attention for the price than would any other device.

**Duplication.** Over one thousand examples of book lists from 127 libraries were examined for this chapter. One is impressed with the range of subjects on which libraries have spent labor and money to attract and serve readers, and the enormous duplication of effort, which suggests the pressing need for centralized publishing of such lists. A small portion have had their origin in special local conditions, requests from local organizations, the chance to reprint from local newspaper type, a hurry call to connect with some local lecture or event. But even these conditions would seldom make ineffective the sort of lists that some central organization would provide for ordinary use. At least, arrangement should be made for one of the library periodicals to collect and print titles of new or coming lists, so others may use their book titles, even their annotations, and get the news out. On this point of borrowing from other libraries, it is the writer's thought that since the public pays for all the time consumed in preparing publicity, libraries should freely

borrow and lend ideas, lists, text—anything that will help in extending the use of books at the minimum cost. Staff members are called upon to create lists and written articles without personal credit; so libraries should get beyond the idea that they must have institutional credit for all they do.

Fig. 82—Cleveland's publicity printing has been carefully worked out as to costs, methods and results, and with notable success as to the effect of its wording and typography. A great quantity of it is widely distributed. Note arrangement of type, especially in the book entries, where white space and indentation set off the notes.



**The front page.** The most important feature of a book list, so far as its effect on the prospective reader is concerned, is the front page, which catches his eye and arouses his interest. Every book list should have some illustrative or decorative feature, except possibly the narrow book-mark list and the one- or two-page mimeographed or multigraphed list. The best examples of this decorative effect on small lists were published by the Library War Service—the series of vocational lists with the small line cut of Sheridan's drawing of a soldier waving a book, and the A. L. A. list of boys' books, printed in 1922 with a reproduction from *Boys' Life*. Such drawings (for reproduction in black and white, not half-tone) can be found by looking through the magazines. A cut of the library seal or device, or a pen-and-ink sketch of its entrance is better than nothing, and with a border and good typography will attract attention (Fig. 83). Where the library can afford it on a list that is to have wide distribution or is to be particularly attractive, a

cover drawing is very desirable. The extra expense lies not in the printing, but simply in securing the drawing and engraving. Where line drawings can be found and borrowed after being reduced or enlarged to the right size, the expense is only for the engraving. As this generally means a line cut, one can

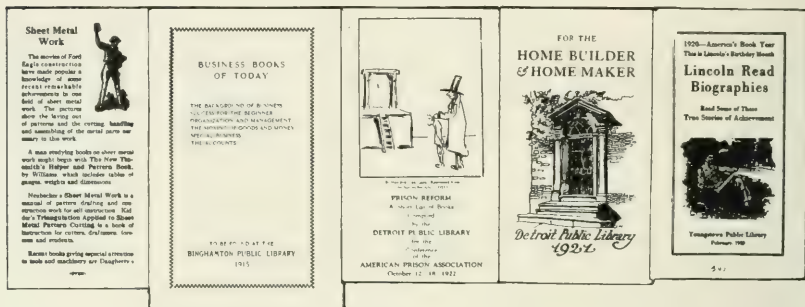


Fig. 83—Front page treatments. (a) Successful example of notes beginning on front of slip, and use of figure to attract attention. (b) Attractive use of border and its harmony with light-face type. (c & d) Show Detroit's belief in cover designs; both will secure attention. (c) A happy (!) find in a drawing, poorly set off by the rambling type display. Cutting off the top of the drawing space and raising the type, with more compact arrangement, would improve this. (d) Good pen-and-ink drawing with appropriate hand lettering. Cost: 5,000 copies, \$45.00; the drawing donated by architect; cut cost \$6.75. (e) Front of a six-page list, 10,000 copies of which went out with telephone bills. Too many ideas which, as expressed in type, confuse the eye. Try omitting the first and second line. Borrowing illustrations such as this (from Bacheller's *Man for the ages*) presents problems, e. g., cutting at top and bottom to fit the space.

figure on a cost of about thirty cents per square inch, with a minimum of \$2.00 per cut. Among interesting examples of cover designs are Figs. 82, 83, 84 and 89, some of which show the comparative appeal of the same list with and without an illustrated front page.

Even when no illustration is used a neat and attractive type-face and arrangement can be followed. Good examples of plain typography are found in the frequent book lists from Cleveland. The style follows the newer tendencies in typography, using the plain Goudy type with plenty of white space. Many of the Cleveland lists start with the book titles on the front page; they have a simplicity unequaled elsewhere. They are printed

on the library's own machine and the cost is slight. Frequent re-issues and revisions show the extent of the demand. They are distributed from racks and counters throughout the library system. Some are excellently annotated; others are given in brief author-and-title form.

**The introduction.** Some line or paragraph of introduction should preface most book lists. This should be in an informal style to invite the reader to go ahead. The introduction should generally point out that the books listed are only a selection and that the library's collection covers also allied topics; that

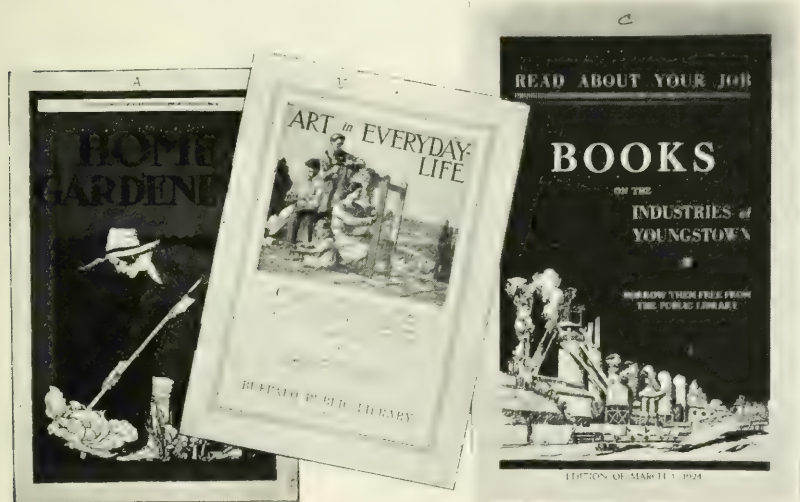


Fig. 84—Use of full page designs. (a) Hand lettering and silhouette drawing on bright orange background. (b) Prepared in cooperation with artists and art organizations in Buffalo. Front cover has good title, charming illustration, correct choice of type face, balance between groups of type, appropriate border and margins. One of the best lists any library has produced. (c) 12-page 6x9 double column list. Costs: 1,000 in 1918, \$70; 1,500 in 1924, \$107.50. The two zinc color plates cost \$11. Picture of steel mill borrowed from magazine advertisement.

the use of the library is free and simple. A list of more than twelve or sixteen pages on any technical or study subject should be given a brief outline of contents.

**Style of entry.** The method of arranging the entry and annotation for each book depends on the sort of appeal the



list is to make. Popular lists should have the title first, because it is the most interesting item, followed by the author's name with or without the word "by" and with or without his initials. Do not waste space on author's initials and other details, in a popular list. Librarians often forget, in attempting to reach new

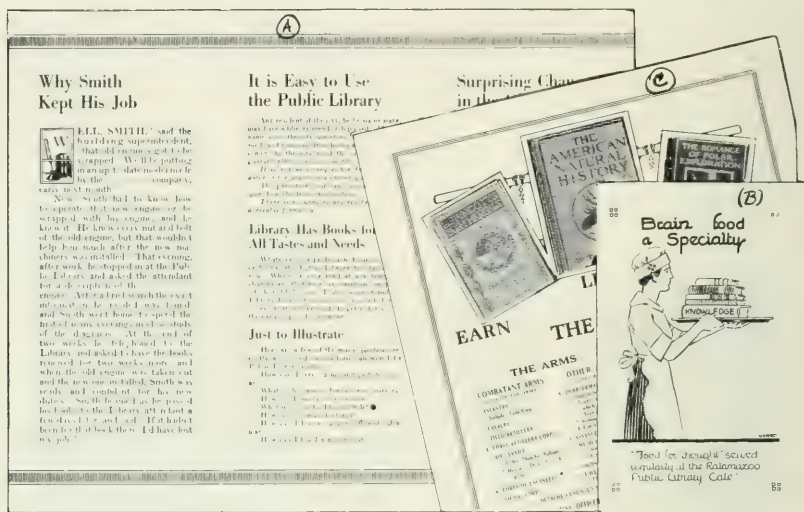


Fig. 85—(a) Inside of 6-page Toledo circular showing 5 definite appeals skilfully worked out. Set in Bodoni. (b) Hand drawn and lettered cover, 6 pages. (c) Back of large 8-page army library circular. Lower portion not related to library, but book covers shown to suggest an undeveloped field. Next to a book itself, or a descriptive note that is surrounded by an appetizing context, nothing arouses so much interest as a book jacket or a picture of the front cover. Zinc and half-tone cuts can often be borrowed from the publishers.

circles of readers, that few of these readers are acquainted with titles. Therefore, some descriptive note is essential. Cut the number of titles and use the extra lines for brief notes. It is the writer's belief that ten titles with four or five line annotations will bring much greater results than a list of forty titles without any notes. The style of these notes is equally important. They need not be critical. They should not assume that the reader is acquainted with the author or the book, or even very much with the subject, and they should be written in alluring style (Figs. 82, 87 and 88). Time can be saved in preparing

annotations by referring to publishers' announcements, a file of which should be kept for four or five years back, and especially from the book advertising pages in such magazines as *Century*, *Harper's*, *Scribner's*, *Atlantic*, *Literary Digest*. The annotations from the A. L. A. *Booklist*, *Review of Reviews*, and

A	B	C	D
<p><b>The Life of Theodore Roosevelt</b> by William Dean Howells</p> <p>Mr. Howells has written a most interesting and valuable book. It is a biography of the life of Theodore Roosevelt, from his birth in 1858 to his death in 1906. The book is written in a simple and straightforward style, and is full of interesting details. It is a book that every one who is interested in the life of Theodore Roosevelt should read.</p>	<p><b>Outstanding of the Year—A Jackson</b> by William Dean Howells</p> <p>Mr. Howells has written a most interesting and valuable book. It is a biography of the life of Theodore Roosevelt, from his birth in 1858 to his death in 1906. The book is written in a simple and straightforward style, and is full of interesting details. It is a book that every one who is interested in the life of Theodore Roosevelt should read.</p>	<p><b>Collecting Papers</b> by William Dean Howells</p> <p>Mr. Howells has written a most interesting and valuable book. It is a biography of the life of Theodore Roosevelt, from his birth in 1858 to his death in 1906. The book is written in a simple and straightforward style, and is full of interesting details. It is a book that every one who is interested in the life of Theodore Roosevelt should read.</p>	<p><b>Auditing</b> by William Dean Howells</p> <p>Mr. Howells has written a most interesting and valuable book. It is a biography of the life of Theodore Roosevelt, from his birth in 1858 to his death in 1906. The book is written in a simple and straightforward style, and is full of interesting details. It is a book that every one who is interested in the life of Theodore Roosevelt should read.</p>
<p><b>INDUSTRY AND INVENTION</b></p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p>	<p><b>PERSONS OF REPUTE</b></p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p>	<p><b>Collecting Papers</b></p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p>	<p><b>AUDITING</b></p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p> <p>Adams, J. H. <i>Industrial Revolution</i>. 1906. 128 pp. \$1.00.</p>
E	F-G		H

Fig. 86—Use of black-face headings. Note how the book titles stand out from the pages. (a & b) The long and short notes set in 6-point with titles in 8-point. (c) Shows value of white space gained by separating entries and indenting book notes more than usual. (d) Authors' names set in 14-point black-face type; titles 12-point and notes 10-point. (e) Not enough variety. Shows danger of running short notes on too wide a type page. (f) Good treatment for wide pages, based on A. L. A. *Booklist* style. Three or four leads between entries and two leads between titles and notes. (g) Same effect on narrower column. Note saving of space by omitting everything except summary and short title. (h) Several libraries have adopted the plan of running titles into text to arouse interest in the subject. Text also gives readers better idea of relationships between books.

the *Literary Digest International Book Review* can be worked over in an hour and adapted to one's needs; so can those in many of the catalogs that come from second-hand and remainder dealers. These sources, however, are likely to be dry and perfunctory in their style and should be livened up. Where space is available, an effective sort of book note is that in which a running text is prepared on the subject and the title of

the book run into this text. The same sort of text can be used sometimes for newspaper stories. Such paragraphs give the effect of a news story and attract more attention than a simple description of the book. In setting up book notes, care should be given to the typography. The title or author appearing first

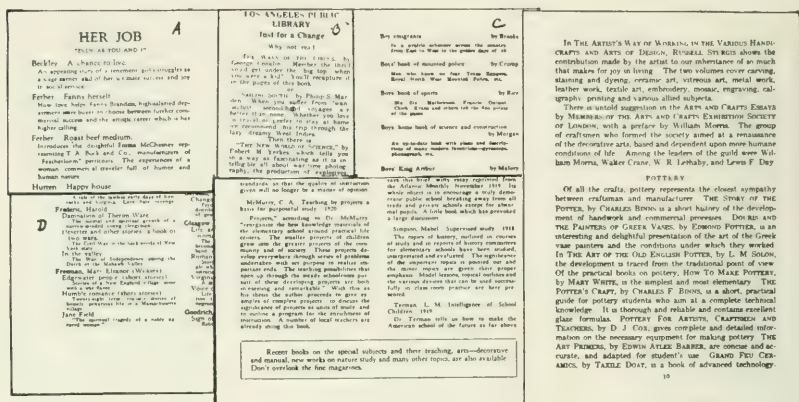


Fig. 87—Lack of contrast in type. Compare these samples with those shown in previous illustration. (a) Typical of Cleveland lists. Note short form of entry and the attractive descriptive note. Set in Goudy type. (b) The skilful annotations would be more effective if given better type display—too crowded and monotonous. (c) Variety secured by leading and indentation. Space could have been saved and the page made more attractive if the titles were in bold-face type. (d) Good examples of condensed short entries. Printing in two columns gets more text into the given space because it saves wasting the ends of lines. (e) Example of long annotations set in same type as entries and without indentation. The contrast is secured because the notes are so long. Black-face entries would have been much better. (f) Interesting attempt to work book titles into running text with successful results. This method of appeal should be used more often by libraries.

should be set in bold-face type followed by the author or title in the same style and point of type but in regular face. A lead or two should then be inserted between the entry and the note, and the note set solidly in the next smaller point of the same type. The whole annotation may or may not be indented, but the first line should be. Important words in book titles should be capitalized. The general reader is accustomed to capitalization under such conditions, and does not like the usual library style.

**Ideas from publishers.** The publishers' resources of expert skill and finance have produced notable examples of book


publicity. Some of their lists have been used by alert librarians who have asked for copies in quantities, with or without the local imprint or carrying such stickers as "These books may be bought from Rogers' Bookstore or borrowed from the Public Library." The added distribution through the library induces some of the publishers to go to this expense. The pieces used run from two-page circulars about a single book, to expensive 32-page illustrated catalogs, and are items which few libraries could afford to issue themselves. To one who is on the lookout for publicity material, the publishers' lists and circulars are a gold mine of text and ideas, and even illustrations, whose reprinting the publishers are generally willing to grant.

**Circulars.** There is the greatest need for adequate printed circulars about libraries in general, about the benefits of reading, and about the local library's use. No great city library system, nor even the mass of public libraries with all their investment of books and ability, has ever had the benefit of one

## beware of the dog days

By G. P. P.

*With some sketches by Bob Malone*



cold and mysterious danger. There was gold up there "beyond the dream of evanes" as George F. Rabbin would say. But the gift of the book was the kind to make everything else of little consequence. *Book* in James B. Hendry's latest . . . \$4.75

A WILD, FLAME-BREATHING BRONCHO was Alcatraz and nobody could train him until Red Perre came along. A straight shooting gun- . . . \$5.00

And it's O for the lameness here. And the reaching clear breeze. And the stamp from the desert here. With a book and a lameness.

NOW is the day of the strenuous life by Henry. A quiet rock where it's hot under the wide open spaces and a lively book in which we can go adventuring without saving picky heat. And here are the books. Look 'em over. Then call on, or write, or phone the nearest bookstore.

puncher was Red Perre and nobody

### THE SLEEPING BEAUTY AND OTHER FAIRY TALES FROM THE OLD FRENCH

Retold By A. I. QUILLER COUCH

*Illustrated with 16 plates in color by EDMUND DULAC*

IN the paintings which accompany this volume Edmund Dulac gives fresh proofs of his versatility. Nothing he has done has surpassed in delicacy his illustrations of the Prince and the Sleeping Beauty. Sir Arthur Quiller Couch, whose famous translation from the old French this is has put into this book "The Sleeping Beauty," "Bluebeard," "Cendrillon," and "Beauty and the Beast," each one a classic.

*Large Octavo, color jacket design and cover, gold stamped, Net \$5.50*

### STORIES FROM THE ARABIAN NIGHTS

Retold By LAURENCE HUGHMAN

*Illustrated with 16 plates in color by EDMUND DULAC*

IN these STORIES FROM THE ARABIAN NIGHTS, Edmund Dulac has taken full advantage of the wealth of images in the old Oriental tales. Each picture is full of mystery and the general effect of the whole volume is to compare the rich color and romance of Eastern life and legend. Combined with the skill with which the stories are told these color interpretations make this volume distinctive. Among the stories in the volume are: "Ali Baba and the Forty Thieves," "The King of the Ebony Isles," "The Fisherman and the Genie," "The Magic Horse," "The Wicked Hall Brothers," and "The Princess of Denmark."

*Large Octavo, color jacket design and cover, gold stamped, Net \$5.50*

Fig. 88—The alert librarian can get ideas, phrases and illustrations from the publishers' publicity that is received daily. Its design and typography are more attractive each year.

attention-compelling illustrated broadside such as many subscription book publishers have lavished thousands of dollars upon for single sets of subscription books. Lack of funds prevents, and so what the libraries do in this direction must be tame and "small stuff," as far as appearance goes.



We might try to imitate some of the publishers' methods by drawing up a good-sized sheet, illustrated, and printed on both sides, with the great "selling points" which every library has—

1. The usefulness of books, citing (a) Lincoln, his struggles to learn from hard-won books; (b) Edison and Ford, their use of

**A**  
*Fine Arts Department*

**T**HE newly formed Fine Arts Department of the Detroit Public Library hopes to aid in stimulating and cultivating an interest in art in the city.

It aims to develop not only into a source of information and suggestion, but also into a *laboratory* for the art worker in so far as it can acquire the equipment and facilities.

The room devoted to this Department in the New Main building is spacious and light. There are study tables and a draughting table, a picture collection assembled from various sources and filed under subjects, portfolios of plates showing examples of mural decoration, furniture, frescoes, color schemes, plant and animal forms as applied to art and decoration, current and bound numbers of art magazines, the beginning of a collection of modern etchings.

Some of the subjects included in the Fine Arts Department are:

History and development: Sketching of art	Class modeling
Art materials	House building
Architectural design	Interior decoration
Landscape gardening	Printing
Etching	

The collection has been found useful by teachers, students, artists, architects, lecturers, home-builders, craftsmen, naturalists, commercial artists, decorators and china painters.

Some of the queries answered at the desk in the Fine Arts room are:

*Wanted—material on* Sculptures and how to make them  
The technique of etching  
How to design a foreign coin  
Learn more of a designer  
*Wanted—pictures showing* Plans for houses  
Designs for residences  
Designs for a home  
Pictures of Alaskan Landscapes  
Golfers of 1880

Material may be requested also by mail or telephone.

**B**

**Keep on Learning**

20,000 Youngstown boys and girls go back to school this month.

40,000 Youngstown people go to school at the library all the year round. They will have borrowed 400,000 library books this year.

**Know a Little More**

There's no pleasure so keen and lasting as that which comes from reading good stories, biographies, travel and history books, and works on the subject in which you are interested.

Every man has his own college on Making a Year.

Youngstown Public Library

**C**

**LEARN HOW TO LEARN**

■ The most valuable knowledge is knowledge that leads to all knowledge. You can't learn everything, so be wise and learn how to learn what you need to learn. ■ All knowledge is in print, or will be to-morrow. To know how to find in books and journals just the information you need—that is to hold the eel of wisdom by the tail.

Your Newark Library has much that is helpful on the art of learning how to learn.

THE FREE PUBLIC LIBRARY  
Newark, N. J.

Fig. 89—(a) Detroit folder distributed at Home Builder's Show. Excellent typography; note variety given by groups of type. (b) 10,000 mailed with telephone bills, a privilege that ceased when company centralized its billing in another city. Store bills, packages, bread loaves were afterward utilized for similar distribution. (c) Frequent slips like this carrying many messages are inexpensive, and so small and neat that they get read.

books from the Detroit Public Library; (c) The carpenter or business man who gets ideas from library books (e. g. the text from Cleveland leaflet about "The Factory Flagpole").

2. The joys of reading and of adventuring into "The countries of the mind," citing (a) Boys and girls with the golden books of childhood; (b) The great love stories and romances—*Lorna Doone*, *The Three Musketeers*, *David Copperfield*, and others that have been filmed, including the names of the movie stars; (c) The beloved poets, even quoting a verse from Shakespeare.
3. What the public library means to the community; (a) its origin and financing and its status—"free schools; free libraries"; (b) its building and distributing points; (c) the store of books, the number and diversity of readers, the great number of books read; (d) its business operation, staff, departments,

especially its reference work, its economies shown by cost per capita and per circulation. 4. The simplicity and ease of library use, the few rules, the desire of the staff to render service. 5. The actual application blank, or return request card, or some tangible means by which the reader may clinch his interest and become a borrower.

**Typical examples.** Any section of the above outline could be taken as a topic for a special circular, and the following examples of printed circulars are typical of the efforts made by many libraries to go a step beyond book lists, and distribute what are nothing less than advertisements and invitations to use the library and its services. Some, like that of Detroit, are mere statements as to registration, reserves, fines, special collections, branch hours, etc. Chicago adds a few words on front and back covers . . . "The only educational institution free to all people of all ages. At your service." "Use your public library. You are paying for it. A school without age limit, a university without entrance examinations." Brooklyn in 1913 and again in 1923 issued similar small folders, "Make your reading count: better education, greater earning-power, broader citizenship," and "The Brooklyn Public Library is your library," in both cases running a three-column list of topics "What is Your Special Interest?" on the third page. Muskegon's folder says on front page, "Are You Ready for the Day of Opportunity?" with three pages of the usual information and "The Library belongs to YOU. You support it; are you getting the return on your investment by using it?" The attempt to suggest reading as a duty, or urge the use of the library as an obligation, is a psychological mistake, although one frequently committed. The suggestion should arouse a personal desire by appealing to people's own interests, rather than to point out any duty. Kalamazoo and Toledo offer two good examples of this appeal; the former (Fig. 86) was worked up by a member of the advertising club which took charge of a local library publicity week. The text includes the following: "No less a man than Thomas Edison said 'When I want to discover something

I begin by reading up everything that has been done along that line before'"; also the "Why Smith kept his job" story from the Toledo circular, the inside pages of which appear in Fig. 85, and the phrase "Kalamazoo's Educational Service Station." The Toledo large six-page circular, with front cover picture, was one item used during a library publicity campaign.

**Special circulars and slips.** Libraries often reprint on slips or sheets the unchanged slugs or type from newspaper articles, editorials, library bulletins, etc., so that a wider and more careful distribution can be given them, e.g., Newark editorial about its fee system for prolonged research. The Detroit folder about its Art Department (Fig. 89) shows care in wording a brief text, with interesting examples of service, and in the typography. The front page of this carries a neat half-tone at the top with "Detroit Public Library" and "Fine Arts Department" in plain Cloister type. Additional examples may be found in Chapter 31.

**Letters, post cards, blotters and slips.** Letters and post cards, if they *look* like personal messages, will secure good attention. Business form letters often reach the waste basket unopened, but library envelopes and letterheads generally meet with a better reception. This message should be specifically about books or service rather than any general invitation or exhortation to use the library. Mimeographing or multigraphing plainly on the regular printed letterhead is probably the cheapest method that gives a sufficiently good appearance to command respect. If the whole sheet has to be mimeographed it should be laid out like a bulletin or notice, for it cannot look like a letter without the regular letterhead. Similarly, if the letter is to be printed on a regular press, it will be better to use ordinary faced type rather than an imitation of typewriter type. A good treatment of printed letter is shown in Fig. 145, Chapter 31. The personal message, in letter form, or on a post card (the latter with blanks to be filled in with names of new books, etc.) has great value if carefully planned, duplicated and distributed; but in libraries it is often laid out contrary to the above

principles, and is then poorly and unevenly mimeographed, with little regard to margins or addressing, and sent to an out-of-date mailing list. Indianapolis sends out form letters and circulars on every possible occasion.

Blotters have been successfully used by Newark, Indianapolis, Pratt Institute, and a few others, but not widely, probably because of expense. They are theoretically given recurrent attention as they lie around the office desk, but many business men report that they seldom read carefully the text on the blotters they handle. Newark "thoroughly believes in them, and would perhaps reprint if they believed in any one form of publicity." Twelve hundred each of a series of ten blotters for the Business Branch cost \$175 in June 1922, including half-tones (at \$6.50 each), stock and printing.

#### CHANNELS OF DISTRIBUTION

Librarians seem especially prone to think that, having given much time, labor, and printing expense, and having had the thrill of looking at their book lists, circulars and other printed matter, the job is done. Unless the publicity reaches the hands and minds of prospective users it has accomplished nothing and all the investment is wasted. Too many librarians are content to stack up publicity material on a loan desk or even to pile it on a shelf or in the cupboard, thinking that some day they will get around to using it. Make a schedule of channels through which it can be sent out and get it completely distributed within a week or a month.

**Direct mailing.** For the present purpose it is assumed that distribution will be entirely outside the building. Direct mailing by the library in its own envelopes and under its own postage is so expensive that it cannot be recommended on a large scale. The library invites unjust criticism when it adds the expense of postage to the expense of preparation of publicity to increase the demand for service which certain taxpayers fail to understand, use, or appreciate. Careful studies by direct mailing advertising experts show that the bulk of one-cent publicity



is thrown into the waste basket unopened. It is true that library publicity gets better attention than commercial advertising, for obvious reasons, and that if sent to residences or to library patrons, it will be looked over in most cases even when mailed under a one-cent stamp; but in attempting to circularize business concerns, or to reach new prospects, it should be sent with a two-cent stamp.

**Available mailing lists.** Ask the cooperation of organizations which have already compiled accurate mailing lists. In some cases these will be in the form of addressograph stencils and it may be possible to run library envelopes through these machines or to have the addresses copied by high-school or business-school typewriting students. In these and other ways, the actual addressing of envelopes can be handled inexpensively. Such lists as have been compiled may cover special groups. One may appropriately send out to them some subject list or special circular. There is another advantage in using such mailing lists, especially those of organizations and stores; they are generally up to date and practically all the names are "live."

**Free distribution.** The important purpose here is to suggest methods, as many as possible, by which the library can distribute great quantities of its publicity material without distribution cost. These opportunities are countless if one has the initiative and perseverance to trace them down. The librarian is generally acquainted with many persons who are connected with organizations and business houses in such capacity that they can suggest the procedure for securing this free distribution; e. g., the head of garden activities in a city, who arranges to give out book lists to all who were enrolled as gardeners during the previous year, and to all persons who ordered shrubs and trees through him. Few organizations or business houses will refuse to help in the distribution, and in most cases they are very glad to do it. Librarians have argued that when receiving a telephone bill or store statement, one is not receptive to library book lists or circulars. In the writer's opinion, this point is negligible. Briefly, the chief channels for such free

distribution are with store bills and statements and the monthly bills from various public service corporations—telephone, light, water, gas, etc., bundles of all sorts, the weekly or monthly notices from clubs and societies; finally, in pay envelopes. Fold the library material to fit the containers and volunteer the help of a library worker or scout to assist in “stuffing” the envelopes.

Following is a more detailed list of possible channels for free distribution, applicable especially to book lists, circulars and bulletins. Posters and placards may be displayed in some of the same places. These should be changed at least once a month.

**Churches**, on tables; in pews; with mailed bulletins.

Sunday schools, with Sunday school papers.

Missionary societies.

**Parent-teacher associations**, with notices or at meetings.

**Schools**, through pupils and in display cases.

**Clubs**, of every sort; on tables; or mailed with club notices.

**Study groups**.

**Boy Scouts and Camp-Fire Girls**, through troop meetings and house to house delivery.

**Stores** (of all kinds, including drug stores), in bundles or with monthly statements; or left by delivery men; handed by clerks to customers.

**Laundries**, in bundles.

**Bakeries**, in bread packages.

**Banks**, by tellers; with monthly statements; on counters.

**Office buildings, lecture halls, railway stations**, from racks in prominent places, with a sign, “Take One.”

**Public service companies**, sent out with statements.

**Factories and workshops**, through pay envelopes; at noon meetings; in display racks near time clocks.

**Street cars and busses**, in display boxes.

**Barber shops**, hand to patrons. Lists on sports and games are appropriate.

**Gasoline stations**, managers will often consent to have material given out by their service men.

**Moving picture theaters**, in lobbies, or, when appropriate, in the seats.

## CHAPTER XXIII

### BULLETINS AND REPORTS

**O**BJECTS of library bulletins. Until recently, the primary object of a regular library bulletin has been to acquaint the general public with the newly added books, the news features of the bulletin being secondary. In many cases libraries which once published such bulletins have discontinued them as being too expensive, and the most successful bulletins at present, such as those issued by the Indianapolis and Detroit libraries, are successful because the investment of time and printing cost has been estimated on the basis of the expected response. The news type bulletin has largely supplanted the book list type.

To print a many-page list of new books and distribute it in a perfunctory way to a long mailing schedule, or from the library loan desk, is obviously an extravagance. Portions of the list appeal only to a limited circle, and the distribution does not reach this circle. The same expenditure in short subject lists, distributed directly into the hands of those who should be interested, would bring greater results and obviate criticism.

There is little likelihood that bulletins like those from Indianapolis and Detroit will be discontinued. They serve as a personal communication from the library to its friends, and such book news and lists as are included are meant to appeal to everyone. Scores of subject lists are printed separately and distributed to those at whom they are aimed, or are published in the newspapers. Typed or mimeographed lists of all important accessions are posted on the library bulletin boards for patrons. The growth of book advertising in magazines and papers and the efforts of libraries to secure new publications promptly give readers a partial substitute for the book-bulletin.

**Forms of bulletins.** Besides the attractive four-page monthly bulletins from Indianapolis and Detroit, just cited, we find

Published on the 1st and 15th of each month by the Detroit Public Library  
Entered as second class matter December 20, 1917, at the post office at Detroit, Michigan  
Under the Act of August 24, 1912

Vol. 4

November 15, 1920

No. 6

TO KEEP THE PUBLIC INFORMED



'Know you what it is to be a child?' It is to be something very different from the man of today. It is to have a spirit yet streaming from the water of baptism, it is to believe in love, to believe in loveliness, to believe in belief it is to be a little that the elves can reach to whisper in your ear; it is to turn pumpkins into coaches, and mice into horses, lowness into loftiness, and nothing into everything, for each child has his fair, golden ether in it. In your soul, it is to live in a nutshell and count yourself the king of infinite space.

To see a world in a grain of sand,  
And a heaven in a wild flower,  
Hold infinity in the palm of your hand,  
And eternity in an hour. — *Francis Thompson*

Children's Book Week, Nov. 15-20

accumulation of a real  
on a carefully  
best library

NEW YORK

BROOKLYN, NEW YORK  
Published quarterly by the Pratt Institute Free Library.  
Entered as second-class matter March 15, 1913,  
under Act of August 24, 1912.

NEW YORK CITY THROUGH 300 YEARS, P. 39

Vol. 15, No. 3  
MUSKEGON, MICHIGAN  
October, 1921

BOARD OF TRUSTEES

BOARD OF TRUSTEES  
JOHN VANDERLAAN, M. D., PRESIDENT  
PAUL S. MOON, SECRETARY  
CHARLES W. MARSH, TREASURER  
WARD B. DAKE  
WILLIAM H. WILSON  
LOUIS C. WALKER

HAROLD L. WHEELER, LIBRARIAN

## LIBRARY HOURS

Days: 10 a. m. to 9 p. m.: for reading only.

VERY STATIONS

West End Drug Store  
Saturdays, 2:30 to 5:30 p. m.  
Big Store, L. D. Hickey, Proprietor  
10 a. m.

Fig. 90—Some libraries look upon their bulletin as an institution expressing the permanency and dignity of the library with little regard to results in usefulness. Detroit 4-page bulletin and that from Indianapolis (Fig. 153) are good examples of attractive, newsy messages. The Pratt bulletin is notable for typography and care with which book lists are prepared. Muskegon cover—a good example of an uninteresting type.



contrasting examples running to more than a hundred pages each. The Providence Quarterly Bulletin is without doubt the most interesting long annotated accession list. Notable among shorter bulletins with carefully prepared notes, and printed in fairly popular form, are those issued by St. Louis, Cleveland, Springfield and Pratt Institute. New Haven and other libraries finance their bulletins by paid advertising. The Washington bulletin is reprinted from slugs used in the weekly newspaper lists.

**Model bulletins.** A study of many bulletins leads to the conclusion that a model bulletin whose usefulness warrants its expense embodies the following features: few pages; illustrations; an attractive cover design with display features; text beginning on front page; omission of names of trustees, locations of branches, and hours; all text, except the heading, changed from month to month; contents devoted to library news or timely general remarks concerning books of wide interest; entire list occasionally devoted to some special purpose, such as annual report or children's book week, if the subject is of fairly general interest.

**Legal requirements for reports.** While public statutes require libraries to report annually upon certain subjects, and in some states are very specific as to a few requirements, they are as a rule rather vague, due probably to a lack of knowledge on the part of legislators as to just what facts are essential, as shown by L. H. Cannon (Bibliography). No state calls today for such a complete and logical schedule of items as that in the "Recommended form of Report" sent out by the A. L. A. As time goes on such reports will be required. Inasmuch as the law requires some report in most states, and as the comparative statistics gathered by the A. L. A. have so great a value in setting standards and marking progress in the whole profession, all should make an effort to compile their statistics in A. L. A. form. These can be included in the library's annual report as a supplement, as well as sent in to state and national headquarters, there to have their part in showing what libraries are accomplishing with the money they spend.

**Who will read library reports?** Assuming that annual statistics will be carefully prepared, the questions to consider here are: how shall the text of the report be written; how long; what topics covered; what arrangement, style, illustrations.

Who is to read it? It may interest:

(a) the local taxpayers and patrons; (b) city, state and national officials who have to see that the law's requirements are fulfilled, or who are collecting comparative data; (c) the trustees and staff of the library, partly as interesting information and an account of their own work; partly for reference through the following year; (d) library workers and students in other places. While these varied purposes are not altogether incompatible, it needs little thought to see that no two of them can be achieved both effectively and economically by the same method of printed presentation. This is shown strikingly by Mr. Ralph Munn, whose article in the *Library Journal*, May 1, 1923, pleads strongly for popularizing the report. Taxpayers

and most librarians will join in his protest against the expense of a thick document of technical discussion largely valuable only to other librarians. Length and detail practically kill a report as a message to local library users. If a library can afford all the books and service it needs, then expensive printed professional reports are in order. In most cases the valuable portions of such reports can be better transmitted to professional associates as brief articles. Trustees and various supervisory officials of the city, county, and state, can have typewritten or mimeographed copies of reports as full as the

### A Little Story Of a Big Year

It is said that the American public library is the most democratic of our institutions. Do you know your own Public Library, here in Cleveland? Do you know what its resources are, what work it is accomplishing, what it is not doing which it should be doing, why it is not doing these things?

Read these few facts about the work of the year ended with March, 1922.

Your Library loaned 4,672,252 books for home use. This was an increase of 807,363 or 20.8% over any previous year. It was an average daily issue of 15,219 volumes.

These books were distributed from 787 different agencies, including

- The Main Library
- The Municipal Reference Library
- The Library for the Blind
- 25 general branches
- 27 school branches
- 114 stations (deposit, delivery and children's stations)
- 618 classroom libraries in public and parochial schools, children's institutions and classes for foreigners.

A partial record showed 3,166,611 visitors reading and doing reference work in the libraries, an increase of 507,751, or over 19% more than last year. The average week-day attendance was 10,219.

Fig. 91—Front of four-page annual report of Cleveland Library, showing how briefly a great story can be told.

librarian may deem necessary. There is no occasion for sending elaborate, many-paged statistical tables to anyone. Officials will not consult them, and for the rare student or colleague who may wish to borrow and study them, the three or four original typewritten copies will suffice. Other librarians are not interested in lengthy schedules of staff membership, donors, etc.

**What form to use.** The primary function of the report is to inform local citizens of the outstanding facts about which they are most concerned in a way they can understand. This can best be done through newspaper articles and through circular reports of four to sixteen pages, such as many librarians have been issuing since the war. The amount of space, time in preparation, and the comparative distribution as between these two forms, will be so much affected by local conditions, even from one year to another, that no rule can be laid down. A column of newspaper space may equal in length all the words that can be crowded into an eight- or twelve-page bulletin, and the newspaper's distribution may be a hundred-fold. It is probably a better investment, if both forms are not possible, to concentrate on the newspaper form, to plan carefully and prepare the text, calling on a good newspaper friend to aid and advise, to ask for as much space as possible, and even (as some libraries are doing) to pay for additional space in the news columns so that the report can be given in complete enough form. A straightaway text of more than two columns will not be widely read, even if broken by five or six of the usual single-line headings. But the equivalent of two columns, or of eight or ten typewritten pages, can be displayed on a page by use of the same devices that newspaper people use—dividing into sections with news headings on each, or by “boxes,” quotations in contrasting type, etc. The larger the city and circulation the fewer these opportunities will be, and in the case of great daily newspapers they will be out of the question. For nine-tenths of the communities in which this book will be used, a two-column story, or a half-page “layout” with headings, a diagram







widely read. The papers will usually run off extra copies, or reprint from slugs or "mats" the additional reports needed for mailing out of town. The cost of complete extra copies of newspapers will be less than that of copies of a separate report.

**The brief separate report.** As a substitute, or supplement, the eight-, twelve-, or sixteen-page circular-report may be used, especially if diagrams and illustrations are added to show definite facts, figures or situations in the year's work. These illustrative features, difficult to show adequately in newspapers, are the best justification for the extra expense of any separate report. Many libraries, since the war, have adopted the brief circular or thin self-covered pamphlet form. Seattle's report for 1920, consisting of forty pages, cost \$180 for an edition of only one thousand, or eighteen cents each. The 1921 report consists of only eight pages. Four thousand copies cost \$99, or about two and one-half cents each. Copies were sent to every member of the Chamber of Commerce, Rotary, Lions and Kiwanis clubs, Municipal League, and to many others, and probably most of them read it. Mailing direct to home or office addresses would probably secure the largest reading.

**What to include.** Librarians who feel that their printed report should be a permanent printed record of detailed statistics, and a valuable technical account to their colleagues, will not agree with the following outline of contents, which has been prepared after a study of some forty reports of the type defined in the preceding paragraph. It is the writer's opinion that if type-written reports of the older type are available for lending to the few librarians who wish to study them, and for a permanent record in the minutes of the Library Board, and if the detailed statistics called for by public and association officials are prepared and forwarded to them in typewritten or mimeographed form, the ground will be cleared to prepare a report aimed for consumption by those who use and support the library. Also that the amount of work involved in the three separate forms need be no greater than that now devoted to preparing the hybrid type which in the past has been so expensive both in



of the year's work and it will feature those things most likely to attract the general public. Of the events of the year it will contain those which a newspaper reporter would pick out to feature if he were writing a Sunday special. Topics will be weighed strictly according to their news value. Unusual services and work with special classes will usually demand attention. Specific questions can sometimes be quoted to indicate the character of the work done. For the benefit of other libraries the report should also give statistics in the form recommended by the A. L. A."

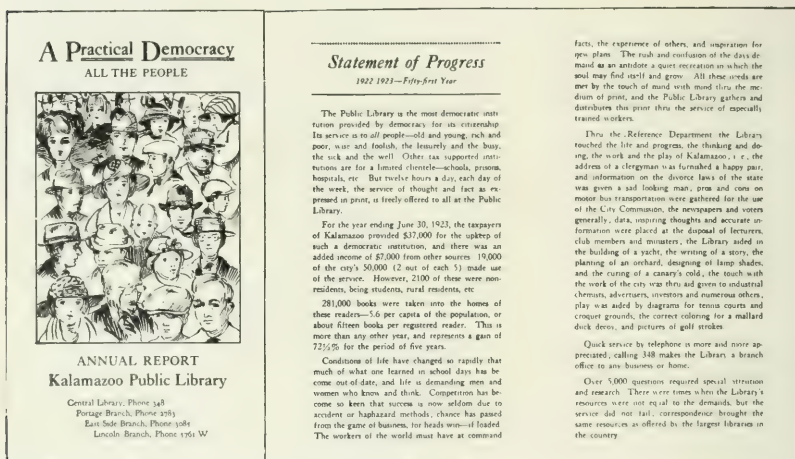


Fig. 92—Front cover and inside of four-page annual report. Throughout it is so interesting that thousands will read it. The last page contains financial statement for the year.

Seattle, a city of 315,312, learns adequately of its library's work from an eight-page report. The recent Kalamazoo annual reports, each in four pages, are especially worth study. The last two carry a pen-and-ink illustration on the front page to attract attention. The front of the 1922-23 report is here shown. The 1920-21 report has no cover design, but includes an intelligible diagram. It was printed on one side of a sheet  $8\frac{1}{4} \times 12\frac{1}{2}$ . The upper  $3\frac{3}{4}$  inches is folded over backward, and carries the front heading of the circular, and the brief list of

distributing points that appears on the back page. This is an ingenious way to save on presswork cost. The text of the 1922-23 report is reproduced in full because of its careful planning, its effective appeal, and the many phrases which other libraries may wish to use.

Indianapolis, lending 1,350,000 books a year, seems to have reached the limit of sensible brevity in its 1922-23 report, which appears in four solid pages as an issue of *Readers' Ink*, the monthly bulletin of the library's service. The back page contains all the A. L. A. required statistics, with sufficient explanatory words to make these figures interesting and impressive to the intelligent lay person. Possibly the report would have been more effective in six or eight pages, with more display features, such as diagrams, headings, etc. But as an economical attempt by so large a library to cover all requirements in a brief readable text, it is a model.

**Kalamazoo Public Library**  
Statement of Progress  
1920 - 1921

**THIS WILL SUGGEST WHAT WE DID FOR YOU  
DURING THE YEAR ENDING JULY 1, 1921**

LOANED BOOKS		GATHERED INFORMATION			
16,157 books are registered in Kalamazoo Public Library.	For Teachers Students Armen C. L. Smith	Teachers	Multiple Registers	Class Members	Class Members
7,175 of the books are under 14 years of age.		Students	Registers	Armen	Armen
7,175 are now under 14 years of age.		Armen	Registers	Class Members	Class Members
7,175 are now under 14 years of age.		C. L. Smith	Registers	Class Members	Class Members
The Kalamazoo Public Library is a member of the American Library Association.					
The Kalamazoo Public Library is a member of the American Library Association.					

**KALAMAZOO PUBLIC LIBRARY**

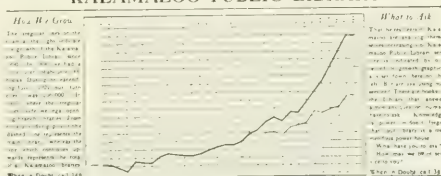


Fig. 93—Novel form for annual report. The upper part of the sheet is folded down to make an outside cover. Note the interest given by the various type-groups, and the value of the chart at the bottom.



## CHAPTER XXIV

### POSTERS, PLACARDS AND BILLBOARDS

**O****PPORTUNITIES.** Some day centrally prepared posters and placards will be available to libraries and used on a large scale. Nowhere is expert skill more important than in the large displays of pictures and text which are seen by great crowds only for a brief moment. Unless they "get over" some thought convincingly and arouse desire to read or lead to action, they are largely a waste of money. "Any poster that takes much time to make is a failure, as it will not circulate enough books to pay for the time put into it, and some other way of bringing the books before the public should be substituted. The bulletin is not exhibited as a work of art but as an advertisement of an idea." There are daily opportunities for posters, and some forethought will create a collection of material—pictures, phrases, that can be worked up in the least time. These and all posters already made should be kept on file. Go over them once a month and see if the old ones can be used in windows or exhibits in some new part of town. Keep all the posters busy, without repeating in one place oftener than once a year. When you have some striking message to tell the community, put it in poster form. Use posters in store and bank windows, elevators, on down-town bulletin boards, on blank walls (if no one will object); on street cars, in public meeting places, near the time clocks in mills, shops, stores, offices; in schools. Give special care to posters for use in book exhibits, and keep informed of A. L. A. and library supply house placards that can be bought at little cost, while representing expert work in wording, design and lettering.

**Convey one thought.** "A good poster is not achieved easily. Its first and chief essential is to convey a thought. The greatest part of the work involved must come before pencil, brush or scissors are taken in hand—must come through the artist's



Fig. 96—Compare the effect of the curved outline with the simplicity of the parallel lines of the poster in Fig. 97. The picture is indistinct—what is it about? That below is clear and striking, and is further explained by the line of lettering just below it which in this example is confused. (From *The School Arts Magazine*, courtesy The Davis Press, Worcester, Mass.)

quick intuition and imagination of his great audience, the public. A legion of artists can *make* posters but how few can *think* posters. No amount of excellence in drawing and lettering will take the place of strong underlying thought. Produce

Fig. 97—The picture and lettering occupy the same amount of space in both posters. This is successful because: (a) the less important words are in a line of small type, leaving (b) white space around the block of wording, thus making it clearer; (c) the lettering is plain and striking, compared with the complicated and crowded lettering in 96. (d) The picture is clear and simple in its composition; and the colors used make a decided contrast.



a poster so compelling that its message **MUST** be read." (Matlack Price.) Charles B. Falls, whose "Books Wanted" poster made for the Library War Service has been cited by many competent critics as the best poster of the war, coined a striking characterization—"A poster should be to the eye what a shouted command is to the ear." It cannot be subtle or dainty; he who runs must read and understand it.

**Simplicity.** For that reason, brevity, singleness of thought, clearness of illustration and lettering, and simplicity of design are essential. Price says: "The action in a poster should take place at the front of the stage, preferably as though thrown on a screen; and as a background necessarily introduces objects too small to be readily understood at a distance, it is likely to confuse the central figure and render the principal letters more or less difficult to read.

"Regarding an elaborate system of light and shade, or much intricate detail, it is obvious that much of its value is wasted on a poster, and not only becomes lost when seen across a street, but has a tendency to produce a monotone in mass—a fatal defect where a strikingly unbalanced composition is so essential."

As library posters generally depend for illustrations on "cut outs" from magazine covers, etc., some study might be given to the style of certain popular artists whose work may or may not be effective as part of a library poster. Such pictures should be original and striking, never commonplace. Mr. Price's book shows and discusses many examples.

**Using illustrations.** These illustrations from magazines often have backgrounds with too much detail. Sometimes this can be partly cut away to advantage. Small drawings or illustrations can be redrawn on a larger scale for a poster, if any local person has the talent. "Borrowed" illustrations, after being pasted onto the mat or card, should be outlined with a heavy line in color. This adds to the size and importance of the picture and somewhat "kills" the background (Figs. 56 and 100). Miss Ford's article has some valuable suggestions on this hand work, its possibilities and technique.

**Wording.** Be sure that the wording and the picture tell the same story, and are in harmony in the impression they give. Skill can be developed in condensing a thought into a few expressive and striking words. A phrase which the author admires may fail to be clear or impressive to the next person who sees it. A study of the illustrations in this book, or in supply company catalogs, will suggest the *sort* of wording that "goes." "Knowledge wins on pay day." "Tomorrow night and a good book." "Borrow the brains of others." A good way is to put the message into as condensed a synopsis as possible and then translate it into an appropriate wording, e. g., the message, "Adults should keep on studying if they wish to guide the new generation," can be worded "Keep up with your boy," with a picture of the boy leading "Dad" to the Library. Originality is much to be desired but freakishness and crudeness should be avoided. The wording should tell the truth and be capable of only one interpretation. Ten or fifteen words should be the limit on a 22 x 28 mat that is to be read 10 or 12 feet away.

**Laying out the card.** The proportion of 3 x 5, long way vertical, has been found most pleasing to the eye, but cardboard and mats generally come 22 x 28, and there is another special mat size 30 x 40, the latter good for diagrams and more detailed work that is to be read at a distance (Fig. 120). Beginners find it hard to make posters both big and simple; make some little sketches, say 3 x 4 or 5 inches, cutting out whatever wording is not legible, then select the best one and render it in full size, keeping the proportions. Break the wording into short lines. Because the first and last parts of a poster or advertisement impress us most and are remembered longest, the "big ideas" should come at the beginning and at the end. Borders are important as they serve to keep the eye movement within a given space and thus help to concentrate attention. Posters come to grief if the lettering does not stand out from its background, or if parts that should be distinctive run together when viewed from a distance.



**Having professional help.** The library may be able to enlist volunteer advice or even secure art work from interested friends, artists and ad-men. Often posters can be made up cheaply and efficiently by getting everything ready at the library and having a show-card writer do all the brush-work.



*From The School Arts Magazine. Courtesy The Davis Press, Worcester, Mass.*

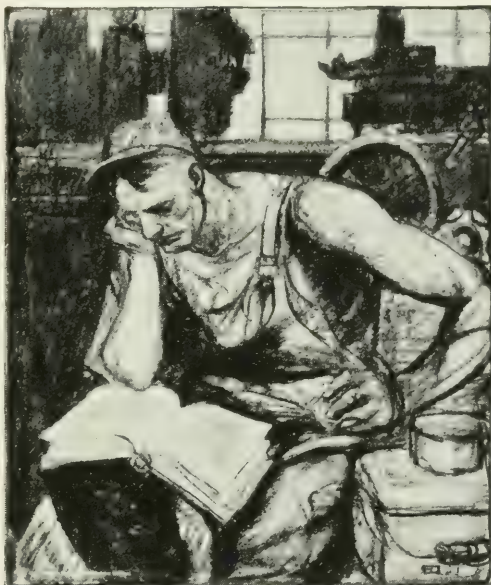
Fig. 98—Faults of posters. The lettering of the first and last is most legible; in the second is too “freakish” to be read; in the third is too ornate and shows how lettering that is too large may be almost illegible for lack of spacing around it; in the fourth is spoiled by curving the lines around the circle. The composition of the second, third and fifth is good, the proportions in the second being appropriate to the shape of the rectangular picture. The third is interesting for its two dark crossbands connecting the little figures. The fourth is poor because its outline of a phonograph is not obvious at first sight, and with the irregular lettering loses both beauty and effect.

Select the illustration which is to feature the card; decide on the wording, after several trials; lay out on a sheet of paper the location of the picture and wording as you wish the card finally to appear indicate capitals and lower case

lettering, style of lettering, location and color of any outlines or striping (as the border); send the illustration (cut out or already pasted on the final card) with the layout or dummy sheet, to the local show-card writer, and have him finish it.

Fig. 99—A striking and skilful drawing by Harvey Dunn for syndicated bank advertising. Even more appropriate for suggesting the use of books "on the job." The wording is secondary but is needed to tie up to the library. The large size originals 20x31 inches in four colors are for sale by the A. L. A. at 40 cents each. These can be posted in mills, shops, on construction jobs, in poolrooms, banks, lobbies of buildings, etc.

**Develop the Power  
that is within you**

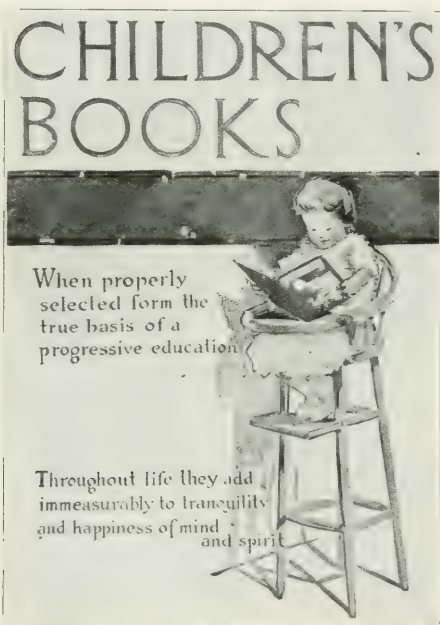


COPYRIGHT 1921 HARVEY BLODGETT CO.  
BY COURTESY OF THE HARVEY BLODGETT CO., ST. PAUL, MINN.

**Read Library Books  
Make Ambition Count**

**Colors.** Any good poster is based on one of two tone schemes. It is either light against dark or dark against light. A subtle, happy medium generally results in regrets. Backgrounds should be in soft, or deep, grayed colors, so as to allow the

message to hold first place in more brilliant colors. Black lettering on white or buff, or white lettering on dark brown mat, with fine red outline on either, are especially good. Complementary colors always enrich and emphasize each other. Red will look more brilliant against a deep green background than against white (if such loud colors are really necessary). Yellow can be made to look richer when placed against deep violet; and blue and orange likewise emphasize one another.



Courtesy of Himebaugh & Broene

Fig. 100—The elements of a good poster. An appealing picture set off by a broad band of color. Title brief and in large letters. Explanatory text, brief and in two small groups. Plenty of white space.

the border, etc. *Scissors and sharp knife or large paper cutter. Thumbtacks. Paste. Ruler or Yardstick. Portfolio of large illustrations to select from. Paper;* a rough unglazed surface is best. Colored papers of various sorts are easily obtainable.

When using complementary colors, it is always best to use one member of the combination in a grayed tone. For instance, if we wish to use red and green together, we can gray the green by adding a little red to it. This grayed green, used as a background for the red, will appear better than a pure green. Very light colors "fade out" entirely at a distance, making the poster lose its color scheme.

**Materials for poster work.** *Drawing board* or large table cleaned off so the card can be easily handled on it, including top and bottom lines. *Straight edge* for trimming, laying out lines, striping

*Cardboard* or mats obtainable from local stationer, printer, or show-card writer. White, buff, dark brown (not mottled) or some such color should be adopted by the library and generally used. *Colors.* Crayons of six or eight colors, either flat or wax, can be had cheaply in school-size cartons from stationer, e. g., American Crayon Company's Prang Crayon-ex (wax) (10 cents), and Prang Crayograph (flat) (15 cents). "Flat" crayons work more smoothly and spread better than the wax colors. Tempera or flat non-waterproof paints in six or eight colors in small cans or jars, e. g. Prang Tempera package, six colors each in 3-inch tube, 90 cents. These should not be used on posters that are to be exposed to the weather. Outside colors best bought in small cans from local paint store. However, work that is to be located

outdoors for crowds to see usually merits a professional lettering. *Rubber type.* Lettering by sets of large rubber type is clear and legible. Though not so attractive as good hand lettering, it may seem preferable to the amateur who is not yet satisfied with her brush work. For posters it is more attractive than the deadly correct gummed letters. A complete set, with capitals and lower case, about one inch high, and including pads, guide rule and spacer, and hinged box, costs five to seven

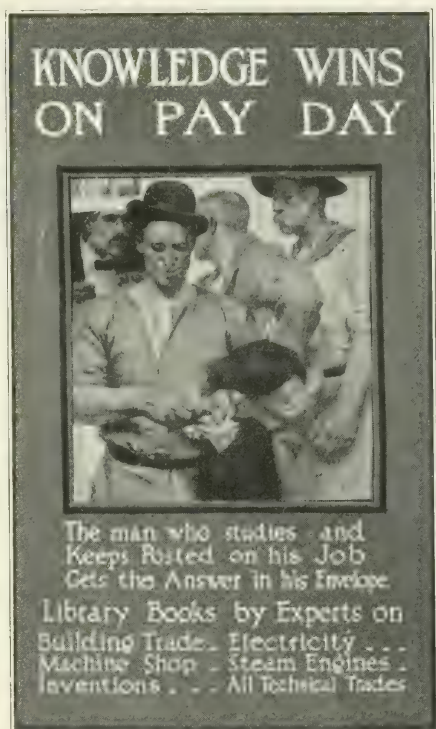


Fig. 101—Successful use of magazine covers on posters, wording copied from correspondence school circular. The card was lettered by a professional card man. White on a brown mat. Cost for his work \$1.00.



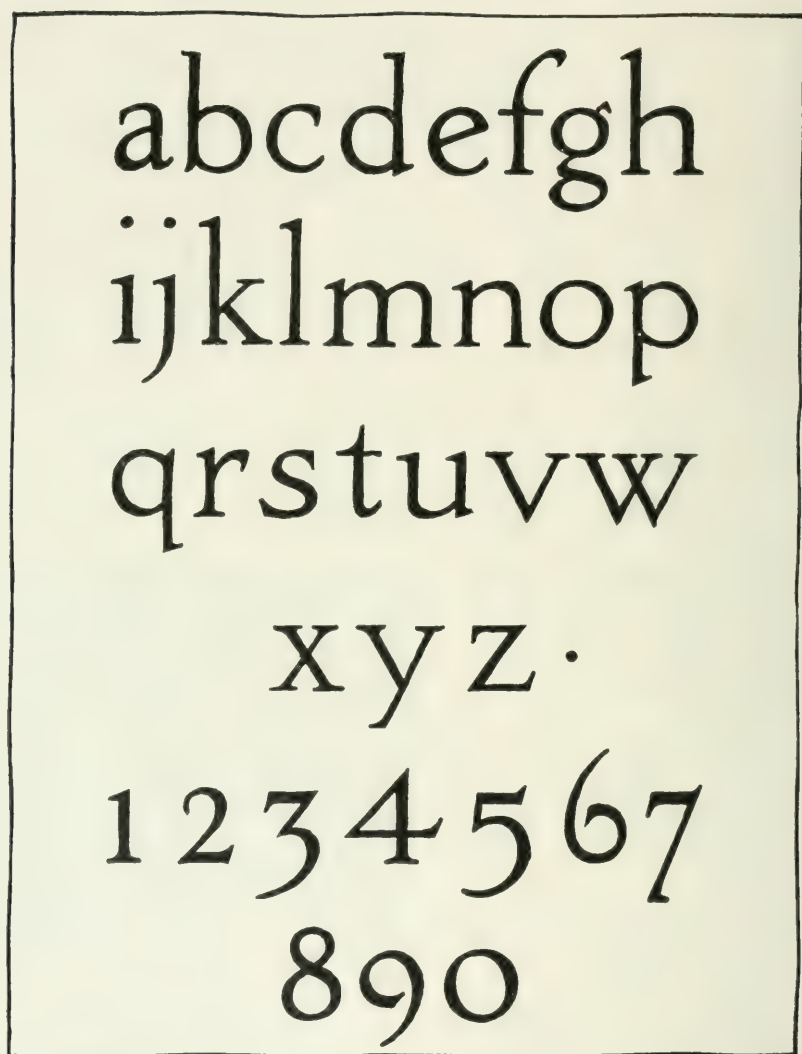




T. W. S.

*Roman Capitals adapted from coins and medals**From T. W. Stevens' "Lettering." By special courtesy The Prang Co.*

Fig. 103—Roman Capitals in the rather light treatment now in vogue. Note the individual style of the spurs, the spacing, etc. Specially appropriate with lower-case for text of long sentences.



T. W. S.

*Roman small letters and numerals.**From T. W. Stevens' "Lettering." By special courtesy The Prang Co.*

Fig. 104 —Small letters and numerals for preceding capitals. Lettering is not so legible when done in capitals, though permissible in single outstanding words.

A B C D E F G  
 H I J K L M N  
 O P Q R S T U  
 V W X Y Z &

**W**HAT each letter  
 really *is*, regardless  
 of how anybody has  
 interpreted it—that's  
 the idea!



F. G. COOPER

*Modern Roman Capitals*

*From T. W. Stevens' "Lettering." By special courtesy The Prang Co.*

Fig. 105—A beautiful example of heavier lettering in the characteristic style of F. G. Cooper. Note the comparative width of E, F, G; the lack of spurs on M, N.



abcdefghijklmnopqrstuvwxyz  
1234567890

THEN interpret it  
as your own ~  
Handlettering should  
be as individual as  
handwriting



F. G. COOPER

*Modern Roman small letters*

*From T. W. Stebens' "Lettering." By special courtesy The Prang Co.*

Fig. 106—F. G. Cooper's lower case lettering became nationally familiar during the war for its striking legibility and the fanciful touch in the drawings that went with it.



Showing Direction of Strokes and Analysis of Gothic Lower Case Done with a "Spoonbill Pen"

By courtesy The Prang Co.

Fig. 107—Alphabets made by the "Spoonbill Pen." This is the easiest method for heavy lettering. The pens are made in different widths. The diagram shows the direction of the pen strokes.

several alphabets are shown here for the benefit of those who enjoy and have a "knack" for lettering, and are in villages remote from a card shop, or in large cities where it will pay the library to have them learn. These alphabets are valuable also as standards to "work to" because of the beauty of their proportions. They are from T. W. Stevens' *Lettering* (2nd edition 1916, The Prang Co., \$4.00). This book is especially recommended for study because in many connections the subject matter is useful to the library staff as well as to the public.

**Placards.** For present purposes the placard may be defined as a lettered or printed card, smaller than the poster, and with the illustration, if any, taking an unimportant place. Owing to the expense of printing large placards, they are not used extensively except in campaigns. The same principles of typography apply to their design as do to posters. Hand-lettered cards and small printed cards such as are made by Gaylord are used in the library to call attention to rows or shelves of books, lists and other items. In window exhibits small explanatory placards should be used, 3 x 5 up to 7 x 10, but they should be unobtrusive.

**Street car publicity.** Usual rental rates for car cards are so high that only one or two public libraries have ever paid them. And the local street car company will usually explain that the space is entirely in the hands of some agency with out-of-town headquarters. Sometimes, however, the local company will permit library posters in some of the special panels which it maintains for its own notices around doors, or suspended from the ceiling, etc., as discussed under the two examples shown here (Fig. 108), and the possibilities are worth investigating, as outside of printing the cards there is no expense for

#### Lincoln Walked 20 Miles for Books



Take ten minutes and borrow from  
**Your Library—Wick & Rayen Aves.**

The Folks who Read  
are the Folks who Succeed

#### Roosevelt—Busy—was a Great Reader



He added the Brains of others to his own  
Borrow the Best Brains in Print  
for Pleasure—for Information

**Your Library—Wick & Rayen Aves.**

Fig. 108—Street car card printed on two sides. The company allowed the library to use special frame hanging in center of cars for one month free. Lincoln picture from year-round book-selling poster; Roosevelt's picture from Scribner's advertisement. Cost of two new cuts enlarged, \$6.00. Total cost, \$11.00 for 120 cards.

thus reaching great numbers of people when they have time to read. The principles of layout, value of a picture, brief wording, white space, that apply to general posters apply here too. In several cities the library has been allowed to use for a day or two at a time the large tin bulletin boards which

are hung from the front end of the street cars, usually employed to advertise ball games, etc.

**Billboard advertising.** Concerning the ethics of utilizing a publicity medium which is present in every American city, we refer to discussions in the *Library Journal*, spring of 1924. At



Fig. 109—Whether libraries should use billboards for publicity is questioned by some. If they are used, they should be worded briefly, and if possible add a picture with action in it. The St. Joseph example above is especially good.

ordinary rates billboard advertising is out of the library's reach. Some of the large companies with local branches have donated space and service to public causes, at rare intervals, and the librarian may find it worth while to present a request, taking with him a tentative wording or layout so as to make his plan immediately clear. In laying out a billboard the principles of poster work are brought to their point of greatest emphasis; especially simplicity, brief wording, plenty of blank space, and the most effective picture and message. For here every detail



is blazoned to the world, and every word and idea must happily and favorably impress and convince the indifferent, even the critical. The illustration must be plainly appropriate and not too complicated for the painter to reproduce skilfully in the broad strokes and spreads of color of today's best billboards. Ten or fifteen words are plenty, with the top and bottom lines in smaller or larger lettering than the one or two center lines. Trenton had a billboard worded:

How about a good book tonight?

Drop in and borrow one from the

FREE PUBLIC LIBRARY

Librarians would generally secure best results by discussing with the billboard company artist the design as well as the copy, and see that both meet a standard based on careful study and experience. It is important, though, that he bring out the point which the librarian wishes to emphasize, as the chief message. He will be glad to submit a preliminary layout, possibly in colors, so as to insure against error.

The size of billboard space is based on multiples of the "single sheet" 21 high by 48 inches long. Usually boards take 24 sheets, four high and six wide, which with overlapping of sheets total 8' 10" high x 19' 8" long. The panel on which this is pasted is 11 x 25 feet, with the frame outside of this. Some boards are longer, especially those used continuously for painting rather than pasting, but practically all commercial billboards are four sheets high.

## CHAPTER XXV

### MOTION PICTURE THEATER PUBLICITY

**A MEDIUM for publicity.** The motion picture theater now has greater possibilities than ever as a medium for library extension. The quality of the educational films has markedly improved as has the mechanical skill of screen production. The proportion of feature films based on books has increased. Therefore, while library workers may find fault with film standards and certain methods and results of moving picture theater management, the alert librarian will seize upon the opportunity as it exists and try to adapt his work to it. (Whether or not the librarian should join in local movements of movie censorship is a serious question; but it is not suggested that a librarian add any new title or encourage the greater use of any book whose text or film he considers objectionable in its influence.)

**Book films.** Great national publicity is being given to books through moving picture advertisements. Not everyone who is prompted by the movie to ask for a book has actually seen the movie; many have heard others tell about it, and some have merely seen it advertised. So strong is the glamor of the cinema that "if you see it in the movies it must be good." The value of this advertising extends far beyond the local showing and the immediate great demand. There is a continuing interest in other books by the same author, and on the same subject. A film like "Down to the Sea in Ships," or "Java Head," can be used to create interest in sea stories and sea poems, in books on whaling, on China and on New England history. Local motion picture exhibitors will welcome suggestions for a plan of cooperation on book films. If they become interested they will supply photographs from the films which you can use in your window displays of books. St. Louis reports, "The library reaction from the 'movies' has been gratifying. Such worth-while

books as *Jane Eyre*, *The little minister*, *The three musketeers*, and *A Connecticut yankee in King Arthur's court* have through this agency maintained a heavy demand, not only during the



Fig. 110—Colored poster 20 x 28 inches, supplied by Grosset & Dunlap, N. Y., through local book sellers or direct. Suggested for use with window exhibits.

presentation of the picture, but subsequently. In this connection the proposed picturization of the Einstein theory invites entertaining speculations." Mason City, Iowa, printed book-mark cards,  $1\frac{1}{2} \times 4$  inches, the printing paid for by the theater and distribution by the library. On one side: "PALACE THEATER SPECIAL: During Good Book Week, Sunday, Nov. 12, 'Rags to Riches' with Wesley Barry. Thursday, Nov. 16, 'Kindred of the Dust'—All star cast. Read the books. See the pictures." And on the other side: "GOOD

BOOK WEEK, Nov. 12-18. Make use of the Public Library. It is here to serve you. Read Good Books. Palace Theater presents 'Kindred of the Dust.' Special for Good Book Week. See the picture. Read the book." Jersey City and other libraries distribute little lists of Motion Picture Stories.

**Keeping posted on book films.** Have someone visit or telephone local theater managers once a month and get their advanced bookings. This is the only sure way to be prepared for the demand on books. *Publishers' Weekly* and *Library Journal* give frequent lists of new book films. The National Board of Review of Motion Pictures, New York City, has issued several

bulletins of book film titles. The titles of the films often differ from the titles of the books upon which they are based; an additional reason why the librarian should secure advance information from the theater managers.

**Children's films.** Some examples of children's book publicity through the movies are cited in Chapter 31 under publicity for children's work. These include children's book films shown at the library itself.

**Library slides at movies.** Many city libraries are conducting movie slide publicity almost constantly. At one time Los Angeles had thirty slides in use, about half of them in the neighborhood of the branches. Where various slides are in use

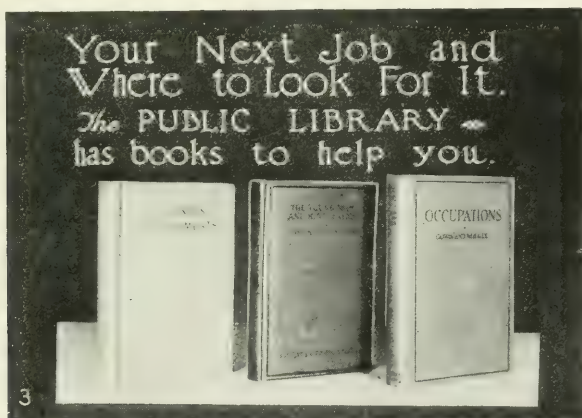


Fig. 111—Suggestion for lantern slides. Note brevity of wording and the methods of displaying books; in the first example the titles are legible and therefore more effective. A slide with photograph included in it in this manner cost about \$3.50.

at one time, a record should be kept so that they may be changed from one theater to another. In Cincinnati "motion picture houses have always cooperated with the library, and the branch librarians have successfully used the Gaylord slides, and others prepared locally, in the theaters near the branches."



In St. Louis "lantern slides showing a picture of the library and its location and hours were shown at every performance for some months past in several of the moving picture theaters." The library under fortunate conditions may secure the cooperation of public-spirited theater managers who will be disposed to help the library cause, in spite of the fact that they have been forced to adopt a policy of exclusion because of the frequent requests to run slides for propaganda purposes. In approaching them, the same "line of talk" may be used as suggested in the chapter on exhibits, based on a distinction between a tax supported service institution and other organizations. (See also Chapter 15, p. 148.) Some of them will run carefully worded slides, between their films or at the end of the program, to advertise the library, especially if illustrated or if the text of the slide is related to the story or subject of the films. The latter circumstance gives the library's request a special standing. If Scott's *Lady of the lake* is on the program, for example, special slides can be run advertising Scott's works, books about Scotland, and the like.

**Preparing slides.** Considerable time and money can be saved by purchasing slides from library supply companies. Slides made locally cost about \$1.50, in addition to the cost of preparing or redrawing illustrations. It is necessary to have a card lettered (black on white), by a sign painter, before the glass slide is made. The wording on the card should be very brief—the first line or two to attract and arouse interest, and the rest to tell the story, including the library location, hours, and the fact that service is free. Not over twenty-five or thirty words at the most; each word important. See library supply house catalogs for ideas and wording. Add a small line at the bottom: "This theater gladly aids library extension." The A. I. A. has a few lantern slides suitable for general publicity, some of them showing pictures of actual books. The transparent space of a lantern slide is  $3\frac{1}{8} \times 2\frac{5}{16}$  and whatever card or copy is to be reproduced should have proportionate dimensions.

Photographed slides are the only ones that give satisfactory results. However, where quality must be sacrificed for economy, there is the method of typewriting a gelatinized, transparent sheet made into a card frame the size of a lantern slide, and binding it between two thin pieces of glass.

**Essay contests.** In one city the theater and the library worked together in a prize essay contest on *As you like it*; the prizes were donated by the theater. While some of the essays were by high school students, many were written by men and women to whom writing compositions was a decided novelty. The library was able to bring them to careful study of a great and inspiring author. In October 1923, a national prize essay contest on *David Copperfield* was announced, running to March 1924. Publicity was sent out by the producers to exhibitors everywhere. Booksellers and librarians could get, from the local exhibitors, posters announcing the contest, for bulletin boards and distribution. Exhibitors announced in theater programs and in slides library displays of interesting editions of *David Copperfield*. A Dickens window, with *David Copperfield* as the center and the *Saturday Evening Post* announcement prominently displayed, aroused interest in the contest. The subject for children twelve years old and younger was "The Characters I Like Best in *David*



Fig. 112—(a) Slip book lists used in several cities to advertise library books and the films. Distributed from the theater and from the library. Printing cost paid by theater. (b) Front of six-page lists of movie books given out at Andersonville, Ind., theaters. (c) Book-mark printed on both sides with purpose similar to (a).

*Copperfield*, and Why"; for boys and girls of thirteen years and over, "In a Five Reel Motion Picture of *David Copperfield* which Scenes and Characters should be included?"

**Publishers' publicity.** Grosset & Dunlap and A. L. Burt Co. supply direct, or through booksellers, small circulars or lists as well as posters, of books that have been filmed. Many



Fig. 113—Three pages from a Grosset & Dunlap circular which gives a detailed story about each of the well-known books. Such lists give fine results in window exhibits and for wholesale distribution at the theaters. They must be imprinted or rubber stamped by the local library.

libraries take advantage of these for distribution at the theaters, but not during the showing of any of the books listed, as the demand for filmed books is then already great enough. It is better to apply every few months for whatever material can be had, and then use it, than to try to time that publicity to the local showings. Before asking for quantities of a list be sure it contains no objectionable titles.

## CHAPTER XXVI

### EXHIBITS AND DISPLAYS

**I****MPORTANCE.** Exhibits combine acceptably and at no great expense two important principles in publicity which are otherwise difficult of execution. One is "the appeal to the eye," which, as explained in Chapter 18, is the most forceful way of securing interest. The other is the showing at close range of the books, magazines, etc. The sight of the actual book is sure to waken desire to borrow and read the book or to visit the library. The only device to shorten this route to direct action is the personal talk and handing out of the books (Chapter 27). Displays inside the library are highly useful, but window exhibits are far more so, for better than any other device they reach the throngs of passers-by who represent the average citizen.

**Stimulate other demands.** By the power of suggestion, also, an exhibit creates interest in books in general and in the library itself, more than does any printed text. This is simply because to most people a definite physical object calls up a train of associations and possibilities which the printed description would never do. A man seeing a book on a trade or project in a window exhibit often asks for a book on some other project, because he realizes from the actual book in the window what he never had imagined from scanning book lists in the papers.

**Not difficult or expensive.** Window exhibits, even on a large scale, are not at all difficult, and their expense is generally limited to whatever placards and background material (often very little) are needed. In view of their effectiveness, as attested by actual book demands, they are a most economical investment, both as to time and cash outlay.

**Location.** The object of the exhibit is to attract attention. Therefore exercise care in selecting the busiest portion and side of the busiest street and the largest and most attractive window



that can be secured. Almost uniformly, these extra-desirable windows belong to the stores of greatest distinction. Sometimes a smaller specialty store upon the main street—Schmid's cutlery store, Black's office appliance store, Sampson's trunk store—has a distinctive window. Whatever window meets the eye of the crowd and creates a favorable impression, both by its style and finish, and by the reputation and good-will of the store, is the window for a library exhibit.

**Requesting permission.** The next step is the most difficult—securing permission to use the window. The storekeeper is hardened to all requests, and only a rare merchant will at once recover from his defensive attitude toward what may seem to him the strangest of all requests. He foresees, as soon as he has grasped the idea, that all the organizations in town will be asking for his best display window. Shall he give up this space for a mere librarian? The latter will know just about what he wishes to say to the manager. He may arouse his interest and give him a new idea of the library's purpose by telling him of its circulation and the sort of books it has for public use, reminding him that a large part of the people do not know about the library and its books; that the exhibit is carefully planned and will be attractive and dignified and in harmony with his usual windows; that this request is unique for it comes from an institution that is owned and supported by public taxes, and that it would be difficult to think of any other request that could be thus characterized. Furnish your prospective benefactor with the statement from Chapter 15, embodying the above thought, which he may file as a protection against subsequent requests. It is the experience in several cities that refusals are rare when the request is carefully prepared. In smaller towns and villages where the librarian is personally acquainted, it is of course easier to obtain permission.

**Securing help.** As soon as consent has been gained, the librarian will portion out in his mind the parts of the work and the persons who will help him. If he has already planned the exhibit and even prepared it tentatively, so much the better,

for he can describe it in detail to the merchant or to the window trimmer who may be called in to the interview. If the latter becomes interested he will be sure to offer valuable suggestions and even volunteer help in preparing the background, setting up the exhibit, and arranging for the most effective lighting. He might even be generous enough to cooperate to the extent of employing electrical devices to accomplish automatic, constant motion of some portion of the exhibit, such as the revolution of one rack of books. In a window exhibit of travel books one library had an electric toy train traveling around a map of the United States. Who shall make the placards? The window man may prefer them made by the store's card-writer.

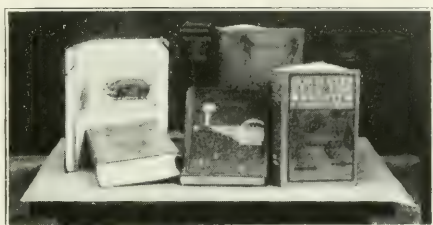


Fig. 114—Each book "shows up." Unless the cover or some interesting illustration shows itself invitingly, that book must give place to a better one.

**Selecting material.** Preparing any exhibit has a novelty that stimulates all the staff and calls for some initiative and aggressiveness. In most exhibits various staff members contribute something—selection of titles and of books, wording of card copy, or even lettering it. How many topics shall be included; how much material on each; what cards and their size; whether anything should be included in the way of charts or posters about the library, as distinct from the books. It is generally better to leave campaign material of all sorts out of a book window, and keep the motive unmixed. The two purposes can seldom be combined to good advantage. When a combination is necessary, either separate definitely the two types of material by some empty space and reduce the size and amount of each group to a minimum or display prominently toward the front of the window that project which is to be most emphasized, letting the other form a distinctly unobtrusive background. In the case where some single campaign card must be shown, it

can be placed in the foreground and made up in the same style of lettering as the rest of the window cards.

**Simplicity.** One of the easiest mistakes is to attempt too much in the given space. "White space" is sought by the good printer in his pages for it dispels the idea of crowding and serves to emphasize each portion without tiring the eye. Similarly in a window, plenty of empty space and an air of openness are desirable, to obviate the feeling that there was a desperate attempt to crowd as many books and messages as possible into the brief flitting moment when the casual shopper glances inside. As in every form of publicity, one message is better than several and the fewer words the better. All this will influence the choice of topics to be shown.

**Appearance of material.** Special care is given to choosing books with titles which will appeal to the passer-by and to assigning prominent places to books by the best known writers. Essays, books which are of interest only to the "high-brow" or the student, such as *The amenities of book collecting*, or volumes on subjects like medieval history, organ building, social case work, will give the new observer an unfortunate notion of what library books are good for. It is the worth of books to the individual who looks into the window that forms the keynote of any exhibit. Stand for a few minutes and look into the faces of any passing crowd and try, like Sherlock Holmes, to read the thoughts behind them, before selecting the books. Each book makes its visual appeal, both as to the wording of the title and the neatness of the cover. Search the shelves for attractive covers, or backs, or failing these, for title pages, frontispieces, colored illustrations, or in case of technical books, for diagrams and plans or blueprints. Rebound books if held open can be used for illustrations on the inside pages, but the outsides of new books only should be shown. For this reason many libraries carefully save their book jackets and use them on bulletin boards and in windows. Jackets can be placed around old books or dummies, and placed in a window while the books

themselves are circulating. The jacket generally has the advantage of carrying some brief descriptive note and being printed in striking colors. Similarly, magazines lend color and interest to a window and should form a part of some exhibits. Of course, offensive color clashes should be avoided in making up any window exhibit.



Engraving by courtesy of Gaylord Bros.

Fig. 115—Preliminary set-up of window exhibit. Deciding on groups, choosing placards, selecting a very few books on each topic, laying out the space, setting boxes in the background and covering them with some fabric, and finally placing all the items, gives the chance to have things a little better when the exhibit goes into the store window. Groups in this exhibit too close together. A "peak" in the center is too formal. Instead of "balance," a series of independent groups all of equal importance is more in harmony with present ideas.

**Preliminary set-up.** Before assembling the exhibit in the window, gather and arrange it at the library to see that the right material is on hand, ready for a well-balanced installation, and make up the copy for the placards. In a minute's time make a rough pencil diagram of the space and the location of the various groups of material, if such a sketch has not already been made. It will help to define each group and justify the selection as the books are handled. The books will then be set up readily in their respective groups.



**Individual books.** At this time one learns also to show the individual books to advantage, in an informal way and without having any two groups alike. Certain volumes having bright

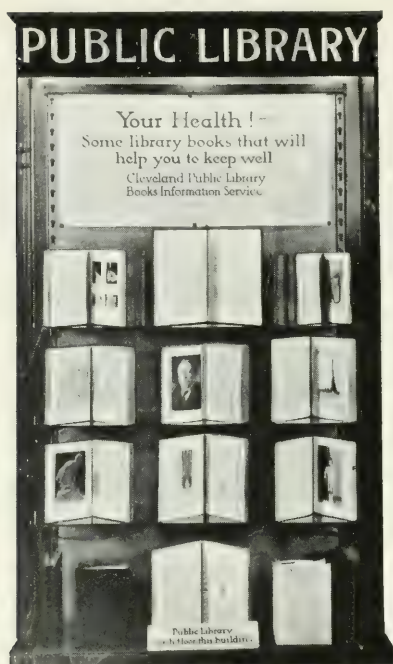


Fig. 116—Commercial type of glass show case at outside entrance of present Cleveland building. About  $3\frac{1}{2}$  ft. wide, 9 in. deep and  $6\frac{1}{2}$  ft. high. The side opening is rather inconvenient for cleaning and changing the contents. Note arrangement of books and the uniform style of lettering in the posters. The new four-million-dollar Cleveland building will have large exhibit windows built into the monumental cornerstones.

new fronts will be set up, partly opened to show the fronts. Others with plain fronts can have the backs facing the window. Other books will lie flat. Books opened to plates will attract attention and these can be held open either by elastics or strings running along the outer margins of the text, or if lying flat, by small pieces of plate glass. Sometimes a good frontispiece is guarded by a tissue paper leaf which can be rolled up on a round stick and fastened by an elastic around the back. Many biographies with plain covers make the best showing opened thus, with the title page and portrait shown together.

**Installing.** The entire material — books, magazines, mounted pictures, placards (which will have been made in the meantime), any fabric which the library is to furnish as covering for backgrounds, and other objects used to set

off the display—will be packed into a box and carried to the store, having ascertained at just what time it will be convenient for the window man to receive it. If the window trimmer is to help—which is the case only in the large stores—he will see

that everything is placed in the window and help in the setting up. In most cases the librarian has to take the initiative and a page or high school boy should be at hand to help.

If the window floor is of finished hardwood, it will not be necessary to use any covering. In some exhibits a small rug may be desirable. The groups of books will now be arranged in their places according to the preliminary set-up, first placing any objects and backgrounds on which the books will rest. Next come the placards, preferably held erect by slotted wooden blocks, or leaned against the book supports. The window should be informal rather than stiff or symmetrical, and it is not advisable to build up any mass or large group at the center, but rather to have the several groups of equal importance. None of the edges should be crowded, even next the window. A critical glance over the exhibit, first from the inside and then from the sidewalk, will reveal any outstanding faults, such as titles which do not show to the best advantage, or cards that should be differently placed. All these details are important, though they can be quickly adjusted. Less than an hour will generally suffice to install an exhibit if it has been carefully prepared.

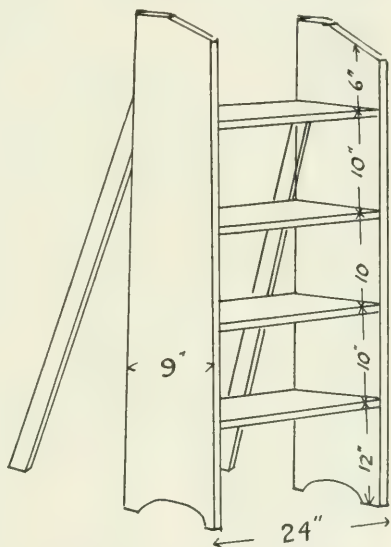


Fig. 117—Book ladder can be made cheaply from pine. Useful for exhibits in or outside of library building, especially at fairs. Materials: two pieces  $\frac{7}{8}$ " x 9" x 6'; four shelves,  $\frac{7}{8}$ " x 9" x 24"; and two pieces  $\frac{7}{8}$ " x 3" x  $4\frac{1}{2}$ '. A high school boy can make this.

**Cards and exhibits.** We have left till now the matter of placards (Chapter 24). Such cards must conform to the style generally followed by the store, if it has an established



Fig. 118—Muskegon travel window shows value of devoting a large space to one subject, also importance of framing such excellent posters as shown here, secured from foreign travel bureaus, and the interest added by such objects as trunks and suitcases. Nearly a hundred books are shown with three explanatory cards. A good example worth copying.

style. A large expanse of cardboard does not look well with small objects like books, and if it is necessary to show a card more than fifteen inches high, a real frame should be provided to "tone off" its bare edges. Window cards generally represent the only cash outlay for an exhibit, and ought to be made by a show-card writer, whose work is to the amateur's as printing is to handwriting—clear, uniform, clean cut. Exhibits showing books or jackets should carry cards respectively, "This book may be reserved for borrowing at the close of the exhibit," or "These are only the jackets: the real books are in circulation."

**Backgrounds and accessories.** Books are generally shown to better advantage set off by some unobtrusive object which suggests the appropriate association. A trunk with a row of travel books upon it, or on the floor before it, is not obtrusive if the perspective is carefully gauged. Fishing tackle, tennis racquet, a football, a rifle, are good set-offs for books on sports or athletics. For novels, essays, and general reading, a reading table, sewing stand, an electric floor lamp with luxurious shade, or a smoking stand. And so on, through the whole range of subjects. For real backgrounds to shut off the rear there are hanging draperies, tapestries and rugs of various materials, or folding screens. Large libraries will find it worth while to have two or three well made screens, possibly with dark green fabric panels and mahogany finish frames, of a size which can be used in many exhibits, also pieces of silk plush to lay in folds under or around various parts of their exhibits to lend an air of richness. In these matters a study of some of the best windows in town will give more suggestions than can any book.

**Personal elements.** As soon as the window owner has agreed to the use of his window, he and his assistants become co-workers with the library representative, and they usually enter into the project with great interest as soon as they visualize it. But it is a favor to the library and to the person who made the request, and the latter will take pains to encourage suggestions from the store people and make them feel that their help is valuable to the library, which in turn appreciates the coopera-



tion. The store is losing actual profits in many cases, and even the most public-spirited merchant resents a perfunctory acceptance of such a favor.

**Single book exhibits.** One or two selected books in the corner of a store or bank window, accompanied by a small card, may



Engravings lent by Gaylord Bros.

Fig. 119—"A miniature salesman." This handy display stand is good on library counters but better still in down-town bank or store windows. One book opened, or two books closed, is the limit. But it will remind the crowd that the library waits to serve them.

constitute a very effective exhibit. Often the subject of the book and card can be "tied" to the nature of the material which the store is exhibiting. Some of the supply houses have a neat oak stand on which to display such a book, and can furnish appropriate cards much cheaper than they can be made locally. Merchants and bankers will generally be glad to show these miniature exhibits and it may be worth while to keep several of them "up" at a time, moving them from one point to another, or from one branch to another to be shown in branch neighborhoods.

**Exhibit schedules.** If a library can handle the work, a continuous program of window displays is advisable; large numbers of persons come to look for them as a regular feature (Chapter 17). At least, in libraries with branches, a schedule should be arranged so that when a good exhibit has been prepared it can be shown in the neighborhood of each branch after its down-town use. Some libraries keep several exhibits going at the same time on the main shopping street. "Library Week on Broadway" was arranged in one city, eight stores contributing parts of or whole windows. The books selected were appropriate to the store in question. The city's leading grocery store showed books on housekeeping and cooking. The leading furniture store staged a most elaborate window, showing books of house plans, decoration, period designs in a setting of expensive tapestries, furniture and rugs, together with a group of music books and scores arranged near a piano. Another store furnished life-size figures of a man and his wife reading at the

Fig. 120—Use of poster method to present an idea or to exhibit flat material. Here are circulars, photographs and other items to illustrate one activity; arranged in sequence, pasted on, outlined in red and lettered in white, on a brown mat 30 x 40 inches.

evening table with a little girl in the foreground reading *Mother Goose*. During the week all these stores gave out from their counters and in their packages special circulars carrying the library message.



**Exhibits at fairs and conventions.** When crowds of sightseers visit a Food Show, Home-Making Show, Automobile, Manufacturers', Business, or other public show, they come with the intention of seeing everything that is interesting. They are willing to look—to "try anything once"—but under no obligation to look very long or carefully unless really interested. The librarian is therefore placed in flat competition with the other exhibitors, and must make his exhibit attractive enough to draw people away from the other exhibits.

The subjects covered will include those appropriate to the general exposition; for example, at a home-making show books



Fig. 121—Library booth at Rochester Exposition. The most attractive example of reading room idea. Note glass display case along the railing next to the aisle, also the value of magazine cover displays.

on cooking, interior decorating, the care of children, and the like. Combined with these may be others on seemingly allied subjects, such as books for foreign-born, and work done in the schools. Whether the public shall be admitted inside will depend upon the space available. If only four or five feet deep,

an attendant can stand behind tables that are lined up along the aisle. If over eight feet deep, the public can be admitted and provided with chairs and tables (Fig. 121). The most important feature in exhibits of this sort is the visual appeal made to the casual passer-by, and in this posters or some work going



Fig. 122—Combination of book display and posters. Two attendants, one busy at regular library work, typing book cards, mending, etc. Books displayed within direct reach of all visitors, who could also read the posters without leaving aisle. Note the style of posters—white lettering on brown mats. Pictures from magazine covers, outlined in red. High tables borrowed from store.

on play the chief role. Posters should be uniform in style and in color, and should not be too glaring or conspicuous. The whole must be attractive and so invite closer inspection. Tables may be borrowed from the library building or some local store. The presence of an attendant, even if only a volunteer, is a great asset. Oftentimes it is possible to lend books, take registrations, and advertise that a branch library is in operation at the exposition. Have something "going on," preferably on a raised platform: a girl mending books; binding; a mimeograph



or multigraph machine in operation, running off book lists; a story hour; someone at work on a model farm scene, etc. To handle this without loss of time it is sometimes possible to transfer the regular library work from the library building to the show. A sign should hang directly over the exhibit explaining what is going on. Libraries that do not have mimeograph or multigraph machines can sometimes borrow them for the purpose, the companies lending them accepting as partial compensation the credit given them in the signs and other forms of publicity. Arrangements should be made to distribute a variety of book lists, preferably displayed on a shelf along the aisle.

**Exhibits in banks.** Under this heading come the exhibits that are arranged through the courtesy of institutions where the



Fig. 123—Kalamazoo bank exhibit. Though this was devoted to children's work, most bank exhibits feature books on business or home building—subjects in which the majority of depositors are interested. The library assistant should be present to answer questions as well as to look after the library property. Note absence of large placards which in a bank would be too conspicuous.

library is the only exhibitor and does not have to compete with other attractions. Such exhibits may be simple, as a truck full of books standing in the lobby of the bank, watched over either by a bank employee, library assistant, or volunteer member of a woman's club, or a scout. Special care is needed in arranging an

exhibit in a bank to have the cards uniform, the furniture of a sufficiently finished character to be in harmony with the bank interior. On the other hand, these exhibits may be very elaborate, filling several tables. (See *Library Journal*, Jan. 1, 1924, p. 27-30.)

**Exhibits inside the library.** These are of two types: those which are shown in glass cases and not touched by the visitors, and those which are spread out on tables with provision made for readers to examine the material. Such examination is invited by an attractive, colored picture jacket. Some libraries are featuring exhibits and have an almost continuous showing of various subjects, some of them built up primarily about the

Fig. 124—The silent salesman is as effective in the library as in the bookstore. A number of libraries are circulating books with the jackets left on as long as possible. Some publishers are willing to supply extra jackets for books both old and new, which can be used without the books in such displays as this. Case occupies floor space 29 x 30 inches.



By courtesy of Grosset & Dunlap

library's books, and others having a timely connection with material that is brought into the library from outside organizations and shown in the library along with library books on that subject. The latter project is carried out by

Syracuse, Indianapolis, Providence, and others. Springfield, Mass., has gone a step farther and conducts periodic exhibits in the library building, exclusively of local interest, furnished by the residents. On one occasion it was quaint old valentines; on another, samplers and embroideries; on another, drawings

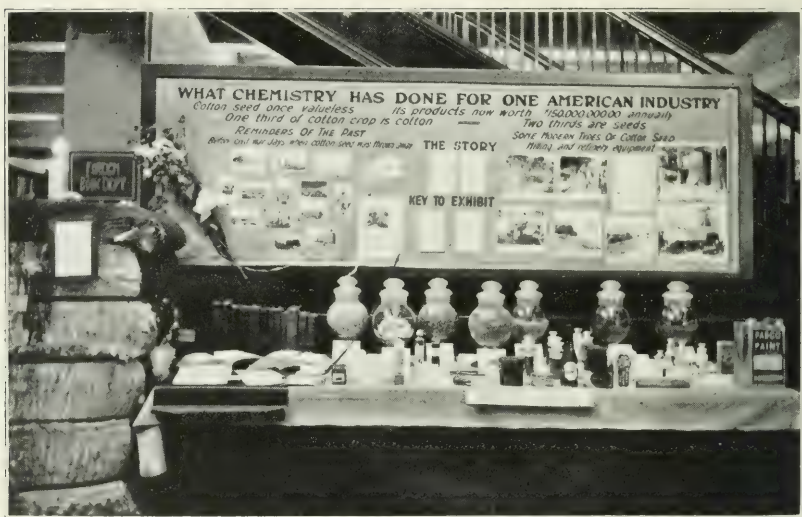


Fig. 125—Exhibit inside the library. This picture selected from many because of the surpassing interest of the material shown and the care with which it is explained. How many great city libraries would stand a bale of cotton in the center of their loan rooms? Appropriate books are displayed, but as a minor feature—emphasis on the material used will get more people to look at the books than would an exhibit of books alone. (Los Angeles)

and designs by local people; photographs taken by local people; old jewelry; the work of school children, scouts, and other groups; and so on. The latter are particularly adaptable to branch libraries. At Battle Creek this idea has been carried out with great success by having a poster exhibit by school children. The exhibit was very extensive, covering all the walls with clever posters which acted as magnets, drawing the people in at a great rate. Reminders of the exhibit appeared in the newspapers and in the form of signs on the outside of street cars and billboards throughout the city. Three of the best

posters were made into a slide and run at the largest moving picture theater during the week. On one evening during the poster exhibit, the library held open house, the staff served refreshments to the public and had a very gay time. On this occasion alluring exhibits of books were placed here and there, embellished with abundant floral decorations. Circulating magazines displayed in a rack of the news stand type incited more interest than they ever had in their ordinary, though equally conspicuous places. A victrola was lent by one of the music stores. The principles we have already considered of arranging the space, selecting books, and providing attractive and harmonious posters and explanatory cards apply in inside library exhibits.

**Library outdoor showcases.** The Cleveland library has a plate glass case mounted at the entrance to the building close to the sidewalk where it is seen by all passers-by. In the new building glass exhibit cases are to be permanently built into the structure. Lexington, Mass., and Muskegon, Mich., have very attractive exhibit cases erected on the lawn near the sidewalk. The design of the woodwork and roof of each structure are in harmony with the main building. One library has a glass case with weatherproof top especially made to be moved about to take advantage of new building operations in the main business street. Whenever a contractor builds his fence to partition part of the sidewalk while the laborers are busy, this case is fastened on the outside of the partition where its contents are seen by thousands of passers-by.



## CHAPTER XXVII

### SPOKEN PUBLICITY

**V**ALUE of personal talks. Addresses by members of the library staff before luncheon clubs, parent-teacher clubs, church organizations, and a wide variety of other citizen groups, have proven of highest value to many libraries. A number of libraries are pursuing the policy of frankly requesting invitations for such public talks. These are useful for the



Fig. 126—Getting Ready for a Noon Talk. Librarian about to visit a manufacturing plant to talk with employees about the library, particularly about books in which they might be interested. Men are registered on the spot and draw their first books with little formality. (Indianapolis)

immediate results in acquaintance and because of the opportunity for the audience to ask questions, correct misconceptions, and learn at first hand the motives and aims of the library.

Such talks also give practice of the greatest value during library campaigns, when public meetings are vitally needed, and as pointed out in Chapter 29, campaigns will become more frequent in every community as time goes on.

**Preparation.** It is harmful to the library and discourteous to the audience to attempt a public talk without careful preparation. Select an arresting topic or title and gather some interesting appropriate facts and "human interest" material which will appeal to the hearers. Business men, for example, are generally impressed with the library's problems of organization, service and finance that parallel their own business methods. There are times when facts about the library's finances or organization, or a map of service points, are desirable in talks but they should be presented briefly, preferably illustrated with diagrams or charts, which can be shown easily on large cards or sheets of wrapping paper or possibly on a blackboard. They are most acceptable when they can be drawn quickly on the spot (Chapter 14).

**Shop and noon-hour talks.** Permission can be secured to address a group of shop men or department store employees at their noon hour. There is a great difference in the attitude of the hearers, depending on the type of their recent speakers. In some instances, semi-religious organizations are so active in this field that the librarian suffers from the result. Talks to smaller groups, twenty or thirty persons, require more time to cover the



*Courtesy of Industrial Works, Bay City, Mich.*

Fig. 127—How anxious are these men to hear about library books? It depends on the relationship between them and the official who invites the librarian, on the advance publicity that is given in the shop, on the men's interest in the subject, and on the care with which the talk is planned.

ground but are much more effective. Some libraries keep a staff member scheduled for such meetings the year round. It should be realized that the men and women themselves did not invite the speakers and the talks should be especially interesting, with as many humorous incidents as possible. The staff bulletins from New York, Chicago, St. Louis, Boston and Cleveland are full of humorous stories. So is *Gaylord's Triangle* and *Library Logic*, and occasionally material can be found in the library magazines. In all such talks, two types of books should be emphasized: those bearing on the vocation and those entirely apart from it which will appeal to anyone—a few good novels, a biography or two, books on sports or hobbies.

**Taking books and registering borrowers.** In visiting small gatherings at the noon hour, take or send ahead a package or box of attractive books. Before the hour is up, take applications and give out borrowers' cards and lend the books. In some shops permission can be secured to have a library truck full of books pushed along through the departments for talks with the individual men at their work. The library representative speaks to only one worker at a time and the aggregate amount of time lost from work is only equal to that spent by the library representative. By this method many persons can be reached thoroughly.

**Examples.** At San Diego, "the children's librarian frequently tells stories at parent-teacher meetings. Reference work is largely advertised by talks on new books at the various women's clubs. In 1922 twenty-one talks were given before clubs. At the men's club luncheon, where library programs were given, pure enjoyment and much fun resulted and a certain amount of new patronage to the library. At each club short talks were made by the librarian and the assistant in charge of the business department. The chairman of the day for the Ad Club read the author and title of a certain book and if the club member called upon failed to respond with a 'yes' when asked if he had read the book (one pertaining to his occupation or profession), he was fined and told to sit down. Much hilarity resulted and requests for some of the books were afterwards made at the library. At the Rotary Club, the program was a little more elaborate, each member having at his place a book appropriate to his business, or a

hit at his personal characteristics, or his hobby. These books were actually charged to the men so that if they appealed to them they might take them home. In order to charge these books, library cards had been issued to all members of the club not already possessing them. All the authors and titles intended as jokes were read aloud by the chairman, and the Rotarians who failed to identify a brother Rotarian from the book named was fined. To close the program a library assistant gave a reading from a story by Stephen Leacock and stopped before the climax, requesting all those interested to come to the library for the end of the story."

At Carondelet Branch, St. Louis, "Father and Son Week" was enthusiastically celebrated. At a large banquet the speaker of the evening referred to library aids and read a list of books which had been specially prepared, entitled "Books which fathers and sons will enjoy reading together." At this same meeting illustrative material from this branch was displayed. The *Wisconsin Library Bulletin*, Jan. 1924, contains a good article on this idea, followed by an excellent list.

The head of the Davenport loan department made noon-hour visits to seven of the city foundries and machine shops, taking with her a small selection of technical books and library lists and posters. Each visit was arranged in advance, and everywhere there was the most cordial cooperation on the part of the manager. The books and magazines made an immediate appeal to the men, a number of whom wished exhibit books reserved for them. Others registered for their first library cards. At each place library leaflets were distributed and technical lists left to be clipped to the pay checks.

**Book reviews.** One can only suggest the variety of projects that can be carried out in the library itself if there is an auditorium or public meeting place. Most appropriate are the book talks now given under the auspices of an increasing number of libraries. If the library itself has no speaker with sufficient confidence, levy on the talents of local book lovers, a few of whom are almost certain to be found in any community. If these book reviews are successful a considerable amount of newspaper space will be given them before and after. As time



goes on it is likely that more libraries will follow the example of Boston and Chicago and invite noted speakers to give public addresses on general subjects, the expenses being paid out of special funds.

**Radio.** Up to the present, libraries have not invested much time or money in experiments with radio. Expense for installing a receiving and amplifying equipment is hardly justified for the small crowds which usually attend; the radio fans themselves seem to prefer listening in on their own apparatus. On the other hand, broadcasting of bedtime stories, book reviews or talks, is of great value to the library, when given by persons of real ability. (Only large cities now have broadcasting stations.) Washington, St. Louis, and Cleveland are having excellent results, sometimes calling in outside speakers. In one city, a local school official has a brilliant, powerful, and well rendered interpretation of *Les Misérables*, which consumes an hour and is one of the most acceptable advertisements which the cause of good books can have. The possibilities for thus broadcasting great books and poems, for adults as well as children, give great promise for the future.

## CHAPTER XXVIII

### PAGEANTS, OCCASIONS AND MEMORIALS

**P**AGEANTS. The growth of the civic pageant idea and the increased attention given to such projects in public schools provide opportunity for the library to use the public school in preparing pageants. One of the most successful historical pageants, so far, was that prepared by the students of six grade schools and one high school in St. Louis in March 1923. Two performances, attended by four thousand people, were held in the high school auditorium, one in the afternoon for students, and the second in the evening for adults. Four hundred pupils were in the cast. About \$500 spent on costumes was repaid by the uniform admission charge of fifty cents. The scenario was written, and the historical material prepared under direction of Mrs. Mason of the Carondelet Branch. The scenery was made by the pupils of the manual training classes, and the costumes by the domestic art classes. The entire history of St. Louis was summarized, but the main thread of the story brought out the educational development and more particularly the use made of the library by the schools. The results of this pageant were most valuable, including a "follow up" of much historical research and composition. The school faculty felt that one of the greatest values came from arousing enthusiasm to enter and complete the high school course. This is a more elaborate project than most libraries wish to undertake and requires long preparation by a great number of people. It is only when school officials themselves are enthusiastic that it can be given time in the busy school program. The library may not often undertake the planning and responsibility for pageants but it can render valuable help in collecting material on costumes and securing the historical facts on which to base the outline of the pageant. In most community pageants there is an opportunity to bring in the

history of the establishment of the library and its present work, the figure of some historic person who helped in the founding of the library, and a group of children representing the different foreign nationalities which are now using library books. They can recite poems about books or some appropriate quotations about libraries.

**Parade floats.** A more frequent opportunity of a similar sort is in connection with civic parades. The library's method has usually been to stage some appropriate scene on a large



Fig. 128—Prize winning float in boys' parade, Trenton. On platform of motor truck. Three figures at rear are high school boys, Greek Hero, Daniel Boone, American Indian. Book six feet high of beaver board, with blue cover lettered in gold. Pages labeled Legends, Adventure and Achievement. Center group, regular library table with boys reading. Boy sitting at front of platform is leaning against low book-cases filled with juvenile books. Costumes made in high school art and sewing classes.

automobile truck, such as those shown here from Cleveland and Trenton. In other cases, the library's book truck or a borrowed truck equipped with books or a large sign on the outside has taken part. During the San Diego Midsummer Carnival held in 1921, the library took part with an attractive float in the

parade. One of the city's large trucks was decorated to represent a book from whose pages stepped famous characters of literature. A dashing pirate as a driver had Mother Goose, Pinocchio, Ramona, Robinson Crusoe, Little Red Riding Hood, A Charming Fairy Princess, and the bespangled Scheherazade as



Fig. 129—Library float in Cleveland 125th anniversary parade. Uncle Moses Cleveland exhibiting "Book of the Public Library." "General Ignorance" led in chains by Books, Information and Service. The expense was about \$20.00.

passengers. The float distributed book lists as it went and each character held a large volume marked with the title of the book she represented. Striking examples are those from Cleveland, the journey of "General Ignorance" to his execution; and from Trenton, favorite characters from fiction stepping out of the pages of an enormous book (Figs. 128 and 129).

**Occasions.** The alert librarian will discover frequently that some special event is to occur shortly in the community, which will give the appropriate occasion for library exhibits or publicity. State or national conventions are generally a signal for



Detroit and other public libraries to prepare book lists and show book exhibits. In some cases these are held at the library and invitations are sent out, both oral and printed, for the delegates to visit the library. In Cincinnati, Christmas is usually observed at the various branches. The lawn of one branch is used



Fig. 130—Syracuse library float in municipal day parade. The year previous the library's own book truck was entered, having glass-doored bookcases on the outside, equipped with large signs explaining library service. A platform was built on the rear, large enough to carry three persons, reading library books.

for the community Christmas tree, while the auditorium is used for the distribution of presents to the children. Anniversaries of branch openings are utilized for community celebrations, some simple, others elaborate. At one, a library play written by the branch librarian was given by the pupils, followed by a community reception by the local woman's club. On the tenth anniversary of a large Cincinnati branch "an elaborate celebration was held in which practically the entire

community had a share. The afternoon was given over to the children. The largest motion picture theater manager lent his theater, and seven public and parochial schools furnished a program of costume and folk dancing, music and plays, enjoyed by nine hundred children. The schools made elaborate preparation and had to be limited as to time. The evening's program was held in the general reading rooms of the branch, for adults, with musical program. Members of the Woman's City Club acted as hostesses, assisted by high school girls dressed to represent characters in books, and by the girls of the domestic science classes who served punch and wafers."

**Visitors' night.** St. Louis has featured Visitors' Night at the main library and the branches. These occasions are described fully in the annual reports for 1912 and 1913 but have since been further developed. Many such occasions are held to greet people of various foreign origin, others to become acquainted with citizens interested in special features of the library's work—birds, flowers, pictures, war material, Red Cross, nurses, teachers, etc. At some of these, distinguished speakers, including foreign guests, are present. During the intermission of the evening's program, guests are conducted through the library by the staff members. The civic and cultural value of such occasions form a distinct contribution by the library to the development of mutual acquaintanceship and good-will among all classes.

**Memorials.** Several libraries have featured some memorial occasion, such as the anniversary of a prominent person connected with the history of the library, the placing of a bronze tablet, the hanging of a portrait. The sentiment connected with such an occasion is highly valuable and gives a chance to familiarize the public with such historical facts as would otherwise receive scant attention. One library took advantage of the discovery of an old photograph of teachers who fifty years ago had held entertainments to raise the first library funds. A photograph was printed in the newspaper with requests for information as to the subsequent history of each of the teachers.

Much interesting material kept coming in for a year after; each item was given newspaper space at the time, and later the facts were condensed into a printed statement which, included with the picture in an appropriate frame, was placed in the loan room.



Fig. 131—Example of advance newspaper publicity including photograph of historic interest, with main features of the library's story.

**Anniversaries.** Every library should take steps to discover the important dates in its own history, for each of these is laden with memories which the community will enjoy recalling. The enthusiasm of old residents when they take part in programs of observance, or even over the newspaper stories which are so plentiful at such times, is communicated to the younger population and creates a new set of ideas that will be proudly cherished for a long period. It crystallizes the public's appreciation of the library's cumulative educational value. Such dates are: the founding, the opening to the public, notable gifts or bequests, opening of new buildings, birthday of noted literary character or former library official whom the town loved. Recent important anniversaries which provide many ideas are:

Fiftieth, Chicago, January 1, 1923 (L. J. Feb. 15, 1923, p. 175); Fiftieth, Kansas City, December 5, 1923 (P. L. Feb. 1924, p. 83-85); Thirtieth, Syracuse, December 13, 1923; Fiftieth, Indianapolis, April 8, 1923 (P. L. May, 1923 p. 246); Fiftieth, Grand Rapids, January 12, 1922 (L. J. Feb. 1, p. 120); Fiftieth, Toledo, June 24, 1923.

The central features of all these are the same—careful study of the history to discover interesting facts; a formal program with notable speakers representing the historical background and the cultural present, with invitations to past trustees, staff members and friends, as special guests, and general invitations to the public, including diverse portions of the population; participation by as many different organizations as possible, at as many different schools, clubs, and branch libraries as possible; a flood of invitations to these meetings and a wealth of “stories” in the press, covering every phase of activity, with the best of all opportunities for comparative figures of growth. Of these only one is described here. Grand Rapids felt that their most effective piece of publicity was the address of the Secretary of the Library Board. Five thousand copies were quickly taken from the main and branch loan desks; ten thousand more were printed. All this was to prepare the public mind on the need of a building program.

**Indianapolis fiftieth anniversary.** On April 7, 8, and 9, 1923, the library trustees and staff, and the public, joined in a most successful celebration. Staff Reunion—members of staff (1873–1923) still living and near enough to attend, came in costumes of the 70's and 80's. Held in central library building. A mimeographed invitation was sent to each former member of the staff, signed personally by Miss Browning and Mr. Rush. On April 8 formal exercises were held at the library. An attractive printed invitation was mailed by the library to a large number of selected citizens. Tree planting at central and branch libraries by school children. One branch had a large birthday cake; another had flag presentation exercises. A special number of the library bulletin, *Reader's Ink*, was printed. (Front cover reproduced



in Fig. 153.) Exhibit of toys fifty or more years old in Children's Department, Central Library. Exhibit of old quilts, fifty years or more old, in Delivery Room of Central Library, which brought many old patrons into the library. A total of thirty-two newspaper stories was run, varying from special feature spreads to personal notices. One bank ran a display ad for the library story, with a cut of the original building in the center. All the publicity and the whole event served to emphasize the newly expressed esteem of the library's cumulative educational value.

**Toledo fiftieth.** Celebrated by holding an open house in all branches and departments, and by a campaign for books for a hospital library service. At their own suggestion, the Boy Scouts collected books from house to house, coupons having been printed for three weeks in the daily papers and general publicity given in the schools and by posters in fire stations, hotel lobbies, club and meeting rooms, and other public places, as well as by letters sent to churches, clubs, and fraternal and other organizations, and talks before luncheon clubs. Nearly 900 inches of printed space were given on this occasion, and 5,000 books were received.

## CHAPTER XXIX

### CAMPAIGNS

NOTE. This and the following chapter and the appendix comprise the only printed study of library campaigns. On account of this and the limitations of space here, every library which contemplates a campaign is urged to secure a copy of Alexander and Theisen's *Publicity campaigns for public school support* (1921, \$1.00). This admirably planned, concise book in a parallel field is full of suggestions and examples that are applicable here. Several extracts from it are included in the present text, by courtesy of The World Book Company.

**W**HAT a campaign is. For the present purpose a "campaign" may be defined as a *concerted* plan to arouse public sentiment in regard to the work and especially the needs of the library, largely by educational publicity, so as to secure favorable opinion and action for some definite purpose, either through a popular vote or by public officials. This and the next chapter discuss the methods of such campaigns. One must not overlook the futility of attempting sudden, brief campaigns having no background of public interest in the library. The library is always advertising itself by its service; and if it is wise, it is always advertising its books and its work by words as well as deeds. Deeds and words together will avail more than either alone. Some libraries render perfunctory service in a perfunctory spirit; they are unlikely to better their stand in the public mind even if they "put on a campaign." Thousands of libraries are doing earnest work enthusiastically. They are in a bad way to secure better support if they depend upon their deeds alone, and their "words" as to service will impel belief at the right moment if they have been persistent for a long time in advance. The best campaign therefore is the one with an accumulated weight of months and years of good service and good publicity behind it. Based on three successful campaigns in Los Angeles, Mr. E. R. Perry says: "No library campaign can expect to be successful unless for years preceding it good service has been given to patrons." This might have exceptions where the attention and hopes of the public could

be centered on future good conditions, in contrast to past history.

**The advisability of a campaign.** Whether a library shall undertake a campaign is often decided, not on the merits of the case, but by the attitude of librarian and trustees toward certain theories such as:

Whether or not the library officials are responsible for the adequate support of their institution, for financing a building program, etc.

If the public does not care enough about library service to support it properly, should it have its attention directed to the situation?

Can this direction of the public's attention be adequately handled by one person's public speeches, or by some casual newspaper stories, or by an official statement from the trustees that something must be done?

Can a brief intensive campaign for a specific object be successful, irrespective of the quality of the service rendered by the library in the past, or what the public has thought of the library, or its publicity efforts in the past?

Can a campaign to achieve some purpose be adequately handled by the librarian alone, by the trustees alone, or by the staff, without calling upon the services of public leaders, or upon persons who have had experience in other campaigns?

As to the foregoing questions, a careful study of many school and library campaigns leads to the conclusions: that the library trustees and the librarian are as much responsible for adequate library support (to a minimum of \$1.00 per capita), and for adequate building and other equipment, as are the trustees of any church or college, any board of education, or the directors of any business concern, for the maintenance of their respective institutions.

That this support, coming from taxation, must be based on favorable public opinion, and consequently that those responsible must be actually acquainted with public opinion through a study of it.

That the public wishes to give adequate library support, if it feels the library is efficiently operated, but because of the press of its many other activities and interests, it has not time nor occasion to look very carefully into the needs of a library or any other single institution.

That a carefully planned educational campaign, if based on correct psychology, carried on with the help of an active committee of outsiders and without the injection of personalities, and if unhampered by party politics or by being submitted to the public along with unpopular issues, will get results if the people feel that the library is doing *its best*. Alexander and Theisen from their careful study of school campaigns conclude, "There is probably not one school system in a hundred where the people can be induced to vote increased school taxes for the amount needed at the present time without a well directed and vigorous campaign of publicity." If this is true of the public schools, the "bulwark of the nation," it is still more true of the library, which is not yet considered so essential.

**Attitude of library officials.** All the library and school campaigns which have been studied go to prove the foregoing statements. Yet the most difficult part of any campaign is the "getting started," or overcoming the indifference; the inertia; the repugnance (offending personal or official dignity by the thought of going before the public); the opposition (resentment of any change or proposal which reflects upon official wisdom or efficiency, or any assumption that the management of the library is a matter for outside interference or suggestion). These points of view may be held by the librarian, rather than by the trustees. One librarian expressed his own vision of the librarian's function, thus: "There is too much work to be done to take the time to carry on a campaign." Whether he could serve his community better by trying to catch up with the never-ending routine, or by stopping this long enough to secure the funds that would assure more books and more help, is a question many librarians might well contemplate. Often, however, especially in smaller libraries, librarians feel that the trustees consider these questions of finance and public opinion



as strictly their province. Consequently many librarians are forced to persist in attempts to arouse their own trustees, or are handicapped by lukewarm support in whatever they may do themselves. A survey to show the library needs of the community may be called for, to focus public attention on what "experts" or outsiders may say about the needs.

**When not advisable.** Campaigns may be contra-indicated:

1. When public opinion is unfavorable because of the library's poor service and lack of effort to improve it, or because of certain policies or lack of policies by the trustees, with no probability of any change in the situation.

2. When public opinion is so firmly opposed to any additional taxation or bonding that even the most worthy cause is certain of defeat. On this point, the opinions of library officials will differ in any individual case; furthermore, the public's attitude in a community has been known to be reversed within a few months. The experienced librarian who gives his full time and energy to his work and who is acquainted with his community is often better qualified to observe and test opinion than are the trustees, just as the alert and progressive type of trustees are often better qualified to judge the pulse of the people on library support than are city officials and community leaders. In nearly all of the successful library campaigns the initiative has come from the librarian, in some cases despite the preliminary advice to the contrary of friendly, well-posted leaders and public officials, the trustees consenting only after several attempts (in one city for three successive years).

3. When the library's proposition will be placed on the same ballot, or be associated closely in the public mind, with other requests for public funds, and all will go down together, because of their total prohibitive weight, or because some one or all the rest will prove unpopular. The campaign summaries in the appendix cite cases where both good and bad results followed this type of competition.

4. When the library officials know that their issue will have the organized opposition of certain political forces, and feel sure

that for special reasons this cannot be overcome by the most adroit publicity campaign, and the issue is certain to be defeated. Such situations developed in San Diego and Birmingham after the building campaigns were launched. On the other hand, such a situation may be the most pressing challenge to the library to meet the issue and win the public's votes. If the library's case is too weak, too complicated, or too bound up in other issues, or if the matter will be decided, not by intelligent voting but by beclouding newspaper stories that throw the public off the track, or decided by one official or even an entire city council that is hostile or indifferent (as in Tacoma in 1923), without regard to public opinion, then the library's course will have to be worked out most carefully by a board which will stand firm. Fortunately, such political complications are exceedingly rare in library work.

## JOINTORS ANSWERED BY LIBRARY HEAD

*News 5/5/22*  
**Josselyn Says Board Thoroughly Capable Of Administering Bond Money.**

Lloyd W. Josselyn, library director, in a statement issued Wednesday, declared that members of the library board are thoroughly capable of administering the proposed \$750,000 bond issue and says the personnel of the board represents the highest type of citizenship.

Mr. Josselyn says that members of the board have been carefully studying the needs of the library for the past two years and have reached the conclusion that every cent of the \$750,000 will be required in financing essential facilities.

Mr. Josselyn's statement was made in connection with answers to questions submitted by the Junior Chamber of Commerce inquiring upon the bonds. His statement is as follows:

Gentlemen, do you have confidence in your library board, a board unusually strong in personnel and of the very highest type of business and civic leadership?

Do you believe that men like J. W. Powell, capitalist and president of the board, is going off half cocked? Do you believe W. H. Mann, cashier of the Birmingham Trust and Savings Company, means a millions dollars or a half millions dollars when he says \$750,000?

Do you believe Samuel L. Earle and Erskine Ramsay, business men of long experience and wonderful success are asking you for this money without knowing how and where it is going, and what it will obtain? Do you believe Mrs. R. Dupont Thompson and Dr. Thomas D. Parker who have served for many years on your library board, know not of what they do? Do you believe your library director, who has been in this work for the past 16 years, and who has a wide reputation in the library profession of the United States, knows not his business?

These people and others stand back of the request for \$750,000 for a public library. The library board asked the city commission for \$750,000 for a public library. The library board did not ask for one dollar more or one dollar less. They asked for this amount because after a long and careful study they believed this was the amount necessary to build and equip a public library adequate to the needs of the great city of Birmingham.

Do I need to answer each of these foolish questions? I believe not for I am sure you have confidence in this board. However, that you may feel we are sincere I am going to answer them briefly:

(1) Question—What character of library and what size can be built for \$750,000?

Answer to Questions 1 and 2—The library board has been at work for two years upon these library plans. The character of the library will be dignified, and of such size as to take care of the present demands and at least for the next 30 years. The location will be convenient, close to the very center of the city.

(3) Question—What library architects or experts have been consulted regarding the new library?

Answer—The American Institute of Architects and the most noted library architects in the country, and several of our local architects have been consulted. A study has been made of the plans of half our most modern libraries, together with consultation or correspondence with the architects and the librarians of these libraries.

The largest construction company in the United States, which has been selected to build the new library, is the

## LIBRARY BUILDINGS ARE SHOWN HERE

*News 5/5/22*  
**Only One City Besides Birmingham Is Without Adequate Facilities.**

Considerable interest is being aroused by an exhibit of pictures of library buildings in 10 of the larger cities of the United States, which is now being shown at the Birmingham Public Library. Only one other city beside Birmingham, in this class of cities, is without a library building. It is stated:

The pictures show that some of the buildings are exceptionally handsome, while others are less imposing. But it is pointed out that Birmingham, with no buildings at all to house its library, might well envy any of the buildings.

"Certainly every citizen, after glancing over these pictures will feel it his duty to vote 'yes' for the bond issue," said L. W. Josselyn, director of the library.

"This is our opportunity. Let us obtain a building for our library, which is in dire need of adequate housing."

The Birmingham Public Library has grown more rapidly in the last ten years than the city itself, although Birmingham is the second city in the United States in increased population.

Birmingham had a population of 1,285 in 1911, in 1921 157,000. The library circulation in 1911 was 124,000, in 1921 45,957. The library circulation is an almost quadrupled, while the population increased less than one-half on the 1911 census.

Birmingham should have its own library building.

Because every self-respecting citizen

## WHY WE NEED THE BOND ISSUE PASSED

**Pupils Of Seventh Grade At Barrett School Write.**

What is citizenship? What is a good citizen? A good citizen is a man, woman or child that is a free giver, helpful to his community. He must also be well educated. If we have good citizens, we must have good libraries, schools and a good auditorium. We cannot have these without money. This is one reason why I want the bond issue to pass.

## ARMSTRONG READY

**Starts Campaign On Streets Against Bonds Friday**

The first speech in the campaign of Hunter Armstrong against the proposed \$750,000 bond issue of the city will be made Friday afternoon. Mr. Armstrong, active under permission from President J. E. McLeander, will speak in front of the First National Bank Building at Twentieth Street and Second Avenue North.

His campaign announces that sev-

Fig. 132—Opposition to Birmingham bond issue. Public debates, organization of clubs, and even street speaking were carried on in the public's reaction against a tremendous civic building campaign in which the library and all the rest went down to defeat.

5. When librarian or trustees undertake a campaign in a half-hearted way, as a matter of duty, in self defense. And when they carry it out without any consistent plan, without calling expert help in preparing news stories, circulars, etc., without enlisting the hearty support of every group and agency in the town, and especially without making an effort to conform their plans, actions and statements to the psychology of public opinion.

6. "Library campaigns are not to be indulged in just because they are the fashion. They take time and money, and are most interrupting to the regular run of work. They are justified only when there is some important objective, which can be gained only in that way. Good examples are the two bond issue campaigns in Cleveland, and Mr. Hirshberg's campaign some years ago in Toledo to wake up the city to the existence of its library. Personally, I am not very keen about an annual library week like an annual clean-up week." These opinions from Mr. Carl Vitz are doubtless shared by most librarians. The Toledo campaign referred to might be classified as a "Library Week," but it had a definite object and was not repeated; it and several other campaign weeks in various cities have been considered highly successful. In Waco, Texas, for the first week following such a campaign, the number of new readers' cards issued showed 100 per cent increase, and for the immediately ensuing three-month period a 20 per cent increase, and during the latter period circulation increased 18 per cent (*Library Journal* April 1917). The distinction seems to be that a spontaneous attempt made in one community, through the enthusiasm of a librarian who sees special needs and feels that the time is ripe to take advantage of good-will and other factors, may be of great value, while state or national weeks brought in from the outside will have less result. This, however, would not be the case if a state or national observance had sufficient backing, especially newspaper backing, and did not throw too much work on local libraries; if, for example, one of the days of National Education Week were set aside as Library Day, with adequate poster and publicity material for local use.

**The plan.** The purpose of a campaign has generally crystallized long before it is decided to proceed with the plans. The issue should be defined, in black and white, reduced to figures, if it involves public expense, and tested as to its possible effect on public officials, then on public opinion. It must also be considered in relation to other issues before the public. Its legal aspects must be looked into, calling on the city or county attorney for advice. What state statutes or city ordinances have brought about the present situation, and what others shall now be taken advantage of, or be enacted, to secure desired results? In many cases there are limits beyond which it is illegal to levy taxes without a vote of the people—not that the library levy itself would be beyond legal limits, but by adding to the general budgets the size of the latter would pass the limit. Several months before the matter is to be submitted to the public, find out from the city auditor, the superintendent of schools and other officials who are responsible for other public tax issues, whether any other issue is to be submitted to the voters at the next election. In general, city tax experts agree that a single issue has a better chance for passage than several voted at once, but there are several instances (Cleveland, Los Angeles, Youngstown) of library issues passing along with others, although in Birmingham\* and San Diego they failed. In the latter city the matter has not been submitted for a second vote, so it cannot be stated definitely what difference the competition made there. It is also agreed that if the library vote is taken along with issues that are successful, there is a tendency for all the issues to be successful. In Youngstown in 1920, three questions were submitted on the same ballot, one for the schools, one for the library, and one for the city. People as a whole were very "sour" on the whole question of taxes; the city government had lost the confidence of the people; and the school board was under heavy fire for having dismissed a popular superintendent. This antagonistic public sentiment had developed subsequent to the date (in June) when the library had secured authority for its ballot, and the library

\*Since this was put in type Birmingham voted bonds, May 13, 1924, for \$650,000 for a new building.



vote suffered. Both school and city authorities agreed that the library vote helped them. The library levy had the largest vote, the schools had 51 per cent, and the city levy failed by a small margin.

**Expense.** The costs of a library campaign are very small, the chief item being for printed matter, for the lack of which several school and library campaigns have failed. Provision should be made to finance at least the equivalent of a four-page circular to each household, to supplement whatever newspaper publicity is received. Some boards of trustees feel that there may be a question as to paying for this out of tax funds, consequently they have asked for private contributions or paid the bill personally. Generally it comes out of operating funds. Much of the clerical work of a campaign can be secured from voluntary helpers and by the cooperation of business concerns which will turn out duplicated letters and provide addressed envelopes, etc.

**Preliminary publicity.** An organized campaign is much more successful if the public has already had its attention called to conditions or needs before it is informed about the definite campaign. In other words, the people should realize that something should be done and be in the mood to do it before they are told that something is now actually to be done about it. To have a campaign precipitated upon them, without having first realized the serious situation, tends to discredit the whole project. Probably two types of preliminary publicity will be sufficient: (1) Newspaper stories begun as early as possible, built up around the conditions and needed remedies. In case of a building campaign, the crowded quarters should be described, buildings in other cities cited and, if for a branch library, the people in the respective section should be reached through whatever special publications they read. (2) Personal talks by staff members or trustees before a few important organizations whose members can pass the word on to their associates. If possible, have one or two organizations appoint committees to consider the situation. All this should be done before anyone

is aware that a campaign is being planned. If all goes well, the newspapers' attitude should be checked up, to be sure of their support. The active public campaign, recognized by the public as such, should not run over three to five weeks, and must grow stronger as the climax approaches.

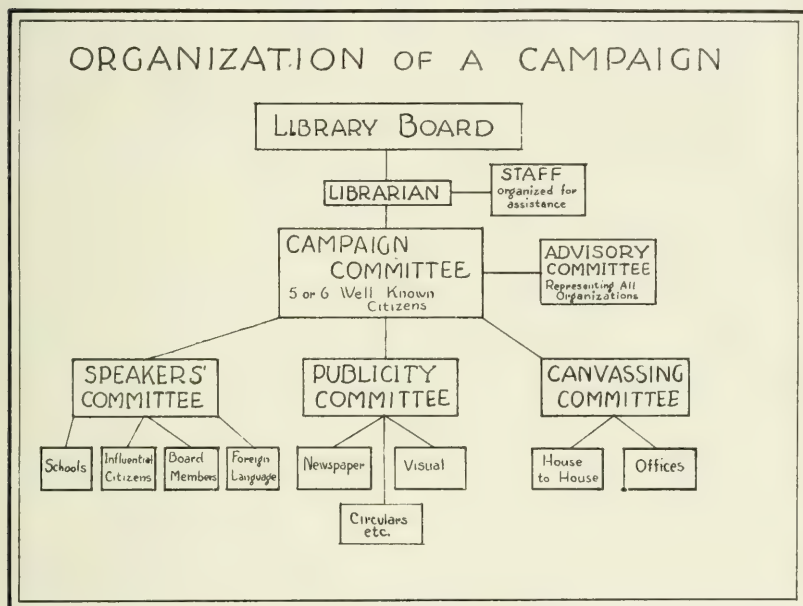


Fig. 133—Diagram of organization. Each campaign will vary at some points from the form shown here, but in every campaign these elements must be provided for somehow.

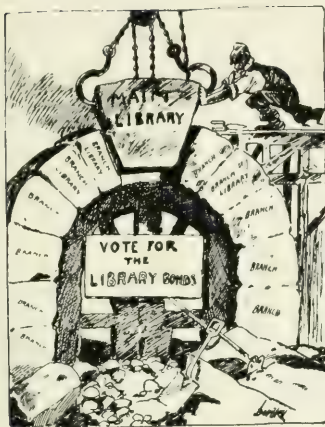
**Organization of committees.** Outside of the actual publicity, the most important feature in a campaign is the committees which are organized to carry out the project. The quality and quantity of publicity depends almost entirely on the committee. The main work of planning falls on the librarian, the president of the library board, or the chairman of some special committee of the board. Often, however, it is not desirable that this person should be the chairman of the formal campaign committee. He should remain in the background. More weight comes from a committee which seems to represent the public rather than the

library board. Whether the library representative or some leading figure in the community shall be most prominent in the campaign depends upon their personalities. There are several examples of successful campaigns in which the librarian was active in the public speaking, newspaper stories, etc., while in others he appeared not at all, though he was very busy behind the scenes. In the latter case he has the advantage of being shielded from public criticism which might injure his usefulness. In any case he should appear to be allowing his fellow workers to do the real work and let them receive the credit that goes with it.

For a library campaign it is not necessary to have many or large committees. In fact, one committee of a half-dozen prominent citizens may be sufficient, with the aid of a publicity subcommittee. It should represent the different important business societies, religious or racial groups in the city. A successful campaign committee in one city was made up as follows:

1. Chairman—a former president of the city council. Regular occupation—publicity manager for the largest local bank. Fortunately this man was an enthusiastic library user and booster who was glad to give generously of his time for the purpose.
2. Editor of the local labor paper, well known in the community, having taken an active part in many civic projects, and a good speaker.
3. President of the Federation of Women's Clubs. Had a large personal following among four thousand club women and was sufficiently interested to appoint special committees and to organize a house-to-house canvass.
4. Jewish merchant, manager of most of the war-time campaign publicity for the city and popular among all kinds of people.
5. Catholic priest who was interested in books and had a liberal policy in religious matters, consequently was acceptable to everyone and gave great help by calling the attention (largely through his colleagues in the pulpits) of the Catholics in the city to the campaign.
6. Library trustee, active in practically all community campaigns for ten years past, a good speaker and especially good at measuring public opinion. His lack of assurance about library issue was valuable to librarian in preparing "selling points."

In a single small committee of this sort at least one member should be a specialist on publicity. However, in larger cities it is



The key to the city

FRIDAY EVENING, MARCH 11, 1921

FORTY-FOR

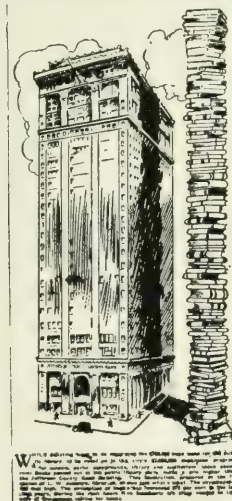


# The Bin

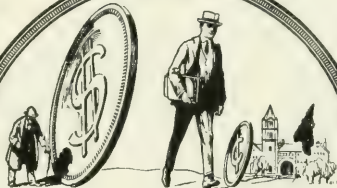
BIRMINGHAM

Miss Rube Goldbe

Books Taken From Library In One Day Make A Pile Higher Than Skyscraper



W... ..



## Dollars for Charity—Pennies for Education

The two things most worthy of aid in our Country are charity and education. Everyone understands the importance of our charities and the worthy poor or unfortunate are sure to be cared for.

As to education, the grade schools are supported by local taxes and the state universities by public funds while the hundreds of Christian colleges, the bulwark of higher education, must depend upon gifts and endowment funds provided by the comparatively few people who really appreciate the world's need of men and women with scholarly minds and strong characters.

On the other hand, charity has been widely advertised and is now more generously supported than our colleges and universities. For example, Cleveland, just one of many Ohio

cities through its Community Fund raises annually \$4,000,000 for charitable purposes. In terms of university endowment this sum represents the annual income from \$10,000,000 or several times the existing endowments of all universities and colleges in Ohio.

Save at the Spigot and Waster at the Bung-hole. Especially, this system is saving. It's a case of "Saving at the Spigot and Waster at the Bung-hole." Every dollar invested in a Christian college like Ohio Wesleyan will save five dollars now necessary for charity. It is a dollar invested for truth, for human progress, for world betterment, for Christian education, the destroyer of superstition and ignorance which underlie most of our poverty and misfortune.

### Would You Invest in a Bankrupt or a Going Concern?

The man who gives exclusively to charity is spending his money for upkeep and repairs. His investment is made for humanity in the hands of a receiver and helps keep a bankrupt concern going.

He who gives financial assistance to Ohio Wesleyan is investing in new construction—in men and women of tomorrow. His money goes to the building of "character"—is essential to sound business, good government, and right civic leadership.

We would like to explain to you personally how you can perpetuate your name and that of your family by investing your dollars in Wesleyan's ideal. Have you ever seen a part of Ohio Wesleyan by subscribing to the \$5,000,000 Development Program, covering necessary instruction endowment and new buildings?

Finally, Ohio Wesleyan must get a substantial part of this amount from men and women like yourself, who see in Christian Education a great and precious thing—a chance to render the highest service to the world.



**OHIO WESLEYAN**  
UNIVERSITY—DELAWARE, OHIO

EDUCATION AND CHARACTER BUILDING SINCE 1842

Fig. 134—Visual and emotional appeal. (a) An unique idea to show Cleveland voters why the new central building is necessary. (b) Indianapolis' appeal to citizens to give away good books with a smile and in generous basketfuls. (c) Birmingham's effective way to make the public realize the immense number of books borrowed daily. This idea was copied to illustrate annual report in Chapter 23. Original can be borrowed from A. L. A. Headquarters. (d) College fund campaign publicity.



logical to have a special publicity committee in addition to the general committee and the publicity work can be divided up into different types and apportioned among this committee—newspapers, cartoons, circulars, posters, etc. A local advertising club is the best ally in a campaign.

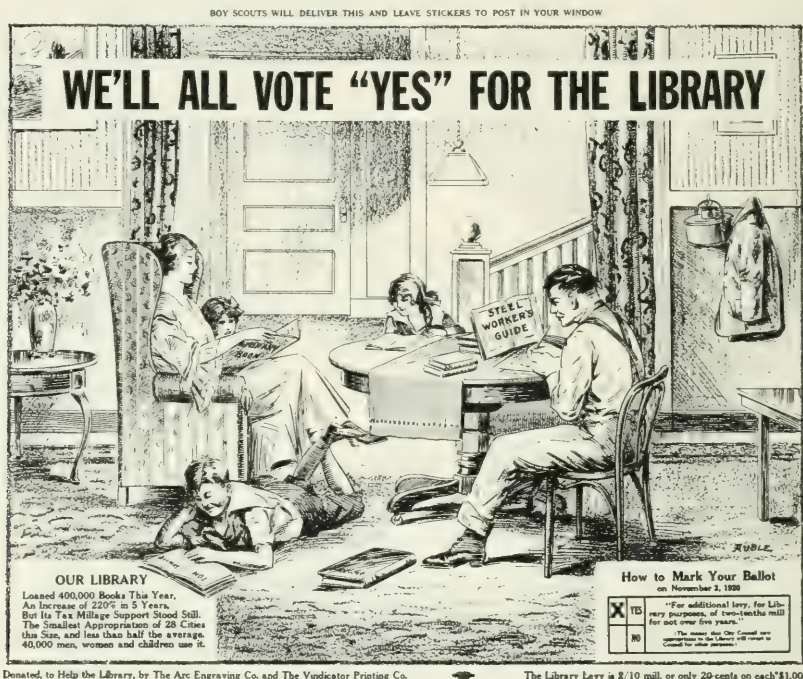


Fig. 135—Campaign window posters. 40,000 copies of this were donated by a printing company, the drawing donated by an artist. Picture of woman and children taken from front cover of *Publisher's Weekly*, workman redrawn from a photograph taken in the Los Angeles Library. Notice "feature facts" in lower left-hand corner, and small ballot in lower right corner. The legend in large type at the top commits the owner of the poster to a favorable vote. These posters were distributed from house to house by Boy Scouts. Thousands of them appeared in windows. A copy was also posted in each school room.

**Pictorial publicity.** All the projects and methods for visualizing the library's story to the public, discussed in Chapter 18, are of vital importance in campaigns, as will be seen by some of the illustrations here. If the librarian and committee are too

busy, a separate committee should be organized or someone assigned to do nothing but handle visual publicity, including photographs to accompany news stories, diagrams, charts, and maps of the city, illustrating library finances, distributing points, and service, and especially window exhibits along the main streets of the city, picturizing all the feature facts of the campaign, as well as books typical of the kind of service the library gives.

**Selection of publicity features.** In a campaign, as in selling any commodity, it is necessary first to analyze the thing to be

## Grow Up, Los Angeles!

**"Own Your Own" Public Library**  
Take Your Place with Progressive Cities  
**Vote "YES" on Proposition 3 Below-June 7th**

Shall the City of Los Angeles incur a bonded debt of \$2,500,000.00 for the purpose of acquiring and constructing certain municipal improvements to wit: A central library and branch libraries together with the acquisition of the necessary lands therefor

**YES**
**X**

**Why Vote "YES" on Proposition 3?**

Because the Los Angeles Public Library has been without a home for fifty years. During the last fifteen years it has spent \$248,000.00 for Rent and Moving. It facts when the present lease expires an enormous increase in rental. Won't you vote for the 1914 lease for the present quarters stipulated to be twice as the one now paid. But when that lease expires the rent will be at today's office rates. Present day office rates for the largest Public Library in the West mean a crippling of the library service and a severe strain on the taxpayer.

**RENT IS WASTE**

**A Public Library Building for Los Angeles has become an absolute necessity why?**

Because

1. On account of its crowded condition, the Public Library must either Move to Larger Quarters for which the Citizens Will Have to Pay High Office Rates, and have pending but an unsolved problem. Another Move to More Expensive Quarters, or
2. The Voters must wake up, Vote "YES" on Proposition 3 June 7th for a Public Library Building. This will solve a fifty year old problem and Los Angeles with Progressive Cities and give the Public Library a permanent home that will be a commercial asset and civic inspiration.

**WHAT WILL IT COST?**

It will cost a man owning a \$5,000.00 home Fifty Cents Per Year for a Public Library such as San Francisco has. Remember fifty cents a year for a Library Building. Do you reside, Mr. Average Taxpayer, that is Less than the Price of Our Steaks?

**WHERE WILL THE NEW BUILDING BE?**

It will be downtown, centrally located. The exact site will be the subject of a later conference of the City Planning Commission and the Board of Library Directors.

**WHAT PEOPLE FROM OTHER PLACES SAY**

A man who had not been in Los Angeles for thirty years arrived the other day. He said: "I heard that Los Angeles had become a city. But I am sure you still have your Public Library over a drug store."

Mr. Average Taxpayer, pay fifty cents a year and remove that stigma from Los Angeles' name!

**Vote "YES" on Proposition 3 - June 7th**  
and "Own Your Own" Public Library

## "TELLING FACTS"

The Los Angeles Public Library is the largest Public Library west of the Mississippi.

It is the sixth largest Public Library in the United States while Los Angeles is the tenth largest city.

Los Angeles is one of the fastest growing cities in the United States but the Los Angeles Public Library is growing faster.

During the last ten years Los Angeles has doubled in population but the Public Library trebled in use and circulation of books.

The Los Angeles Public Library has:

- Four hundred thousand books.
- A collection of three million books a year is larger consisting than that of the Boston Public Library.
- A staff of 300 people.
- Research departments that answer 200,000 practical questions a year for busy workers.
- A School and Teachers Department.
- A special corps of experts for children.

And yet the Los Angeles Public Library occupies crowded inconvenient quarters for which children pay high rental.

Business Men who hurry to the Public Library at noon to find information on the economic treatment of business, to get a copy of the new all leading bill or a sales promotion form have to Stand Up and Study because there is no room for more chairs.

The Public Library of Kansas City-Minneapolis has a larger space for its Business and Industries Departments than Los Angeles has.

Los Angeles is the only large city in the United States that has never had its own Library Building.

SEATTLE AND PORTLAND have no room for their children's books and has address space to serve the demands of a million people. Many would not permit even the increase of inconvenient buildings that they vote for a PUBLIC LIBRARY building for Los Angeles-Proposition 3.

NO MORE SHAME THE NATION!

Grow up Los Angeles! Take your Place with Progressive Cities. Own Your Own Public Library. Rent is Waste.

## Vote "YES" on Proposition 3-June 7

Twenty years ago Los Angeles was a small town. Today it is Los Angeles, the largest city on the Pacific Coast.

Fig. 136—One of the best campaign circulars. Printed two sides. Contains all the important elements—two good slogans; sample ballot; the main selling points briefly stated and emphasizing the idea of economy; finally the cartoon at the end appealing to civic pride and rivalry. This slip was the chief item in the campaign.

sold and discover the main "selling points." Four or five facts stand out above all others, either in their importance or their appeal to the public. In several cases the most important selling points have been those which have played on the feelings of the

public, e. g., in Los Angeles where the need of a central library building had existed for years, the cartoons and newspaper stories appealed to the sense of humor and to the rivalry between San Francisco and Los Angeles, and to several other traits of human nature, in arousing the ambition to have an adequate library building. It is doubtful if this campaign would have succeeded if these appeals to civic pride, rivalry, and other common characteristics of public opinion had not been stressed. Next to these, the best points are those which show the great extent of the work done, number of people reached, and par-

## Vote "Yes" on \$750,000 LIBRARY BOND ISSUE



*Indianapolis Ind., Library*

### *To The Citizens of Birmingham*

The Birmingham Library Board urges you to vote "Yes" on \$750,000 Bond Issue for Public Library

The Public Library is a community necessity because it is a means of popular education not second to the schools.

It is a bureau of practical information for business men.

It is a necessity to technical and professional workers.

It is indispensable to teachers.

It is of growing importance to scholars.

It is the gateway of opportunity to thousands who have been deprived of early advantages.

It is a living, active force, cooperating in mutual service with all organizations devoted to public welfare.

The Library Board will have the spending of your money voted for this purpose, and pledges its best efforts to secure the greatest possible value for every dollar spent.

**VOTE "YES" ON THE \$750,000 BOND ISSUE FOR PUBLIC LIBRARY.**

### **Birmingham Library Board**

*J. W. Daniels, President*

*Samuel J. Little & Robert R. Moore*

*Dr. Thomas D. Parker*

*W. H. Maule, Vice President*

*Erskine Ramsey & Mrs. J. W. Harkins*

*Mrs. R. DuPont Thompson*

## Vote "Yes" On \$750,000 Bond Issue for The New Public Library

The Birmingham Public Library is the largest south of Louisville,

Birmingham, Ala., and Richmond, Va., are the only two large cities in the United States, now without Main Libraries completed or under way.

Birmingham's Population has increased in the last ten years 35%.

Birmingham Public Library has increased in the last ten years in Use and Circulation 403%.

Birmingham Public Library circulates more books than Atlanta or New Orleans, and is housed in the Fourth Floor and Attic of the City Hall in unsuitable and tawdry quarters at great risk to the contents of the Library, much of which could not be replaced.

Birmingham Public Library must have a building of its own.

The Sims Book Fund of \$50,000 becomes available when we get a Fire Proof Building.



*Library Building at Springfield, Mass. Population 1920, 129,338*

## Vote "Yes" on \$750,000 Library Bond Issue

Fig. 137—Birmingham 4-page broadside. The inside carried four large halftones showing the crowded conditions in the city hall quarters. On the back page a picture of the Indianapolis library, with the main arguments. Note here the seven "selling points" on front page, with secondary arguments on back page.

ticularly, growth in service or increased service at reduced operating costs. (The latter may be true in some directions if not true of the whole organization.)

In selecting main selling points, leaders of public opinion should be consulted on the points the librarian has in mind

to determine those most important to persons not connected with the library. For this reason a preliminary conference

### How the \$250,000 will be used.

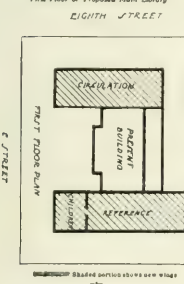
If the bond issue is voted, \$200,000 of it will be used to build and furnish two children's two-story wings for the Main Library. \$18,000 for the two wings and \$15,000 for furnishing.

They will more than double the floor space of the present building and will provide a library adequate for the next 25 years.

They will be fire-proof and so planned that when a generation from now, enlargement is again needed, the Carnegie building can be torn out and replaced with a central structure several stories high.

The southern court between the two wings will be used for an outdoor reading patio. The periodical room (102,100 ft. ft.) and the reference room (187,800 sq. ft.) will provide the spacious and dignified quiet so lacking in our congested quarters today.

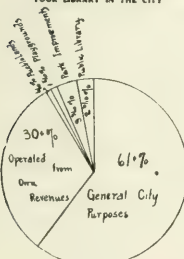
First Floor of Proposed Main Library



### Why your Library needs new Wings

- For economy:** For seven years it has been necessary to rent space for the reading room and the children's room. \$10,000 has already leaked away to rent and more are being paid. The above rent is 8% higher now than in 1917.
- For better service:** It is a constant inconvenience to readers to have to go a block away for newspapers and magazines.
- For decent working conditions:** Eight employees are obliged to work eight hours a day in the basement. Our building is 20 years old and was planned for a town of 17,000 people.

### YOUR LIBRARY IN THE CITY



ESTIMATED CITY EXPENDITURES FOR

1923

### Our Three Largest Branches

Branch libraries are a necessity for the sake of the children. We all read with the greatest relish and remembrance during the first ten years of our lives but few children in a town the size of San Diego can come down town for books.

Our branch libraries have all been started by citizens of their communities who have raised funds to rent and furnish reading rooms, which the public library has taken over when they have proved their usefulness.

Branches are in school buildings wherever possible, but the following places have overcome the possibilities of space in a school.

#### LOGAN HEIGHTS

The largest branch in the city was started in 1915. In 1922 it circulated 30,000 books. This is 35% increase in nine years. The library bond issue includes \$20,000 for the purchase of a lot and the erection and furnishing of a building in Logan Heights.

#### UNIVERSITY HEIGHTS

The region around the State Teachers College was the first section of the city to ask for a branch. In 1917 a committee of University Heights citizens built and equipped a small frame building which is now completely outgrown. The city purchased a 50-foot lot for it on the corner of Park Boulevard and Howard street. \$15,000 is set aside for a building on this lot.

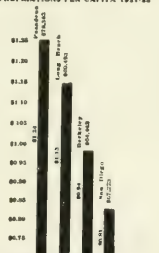
#### OCEAN BEACH

Since the third branch in size and age was opened in 1916 it has doubled its book circulation. It has developed as fast as the raised quarters in a store with a 25 foot front with permit and so larger place in fact can be found Ocean Beach is growing and its library should do likewise. \$15,000 of the bond issue is for a lot building and furnishings there.

The branch buildings with its modern content and tile out-story structure with 2000 square feet of floor space capable of further enlargement for future needs.

### YOUR LIBRARY IN THE STATE

APPROPRIATIONS PER CAPITA 1921-22



4. To catch up with competing tourist cities: While San Diego ranks 17th in size in the state, its public library ranks 12th in appropriation and 15th in number of books.

5. Socia Barbara with a fifth of our population has a main library building as large as ours and many times more modern.

Berkeley, Pasadena and Long Beach public libraries all have more money in their 1922 budgets than San Diego. Sixteen of them have 10% of our circulation.

6. To live up to our record for the largest per capita book circulation of any American city. In 1922 our library circulated 855,000 books.

This is eight books per capita. According to the American Library Association statistics, the average is four books per capita for public libraries. We hold the National Record.

Vote the  
LIBRARY BONDS April 3rd  
Proposition 2, Small Ballot

# THE PLIGHT OF YOUR PUBLIC LIBRARY

Vote the  
LIBRARY BONDS April 3rd  
Proposition 2, Small Ballot

### YOUR LIBRARY IN THE NATION

San Diego's Circulation  
exceeds cities of  
twice her size

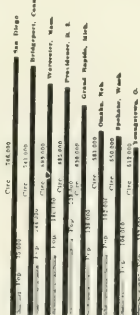


Fig. 138—Front and back of San Diego 6-page folder for building fund campaign. Though intended for an unusual purpose, its methods deserve careful study. The diagrams are carefully worked out though they might have been presented in a form easier to read. Notice the five "selling" points with the detailed wording after each. Also the definite information as to what the money is to do.



should be held, composed of newspaper men (if favorable), advertising men, one or two persons responsible for public taxes, and a few who are acquainted in business or other ways with a great many average citizens. Such a conference will surprise the librarian; almost invariably he will find that if he expects to convince the public about one or two needs that seem most important to him, he must first of all find something in them which will have a greater general appeal than he has made to this conference. It is also a good place to take note of the various phases of a subject which appeal to the ordinary layman, and someone should make a record of the reactions from these committee members, any statements, phrases or slogans which they may unconsciously mention, which can later be used in publicity. Their suggestions and questions and the indifference which they show to certain other facts can also be checked up in preparing for the next publicity steps.

**Additional features.** In addition to the main selling points, the library can easily find hundreds of minor incidents and subjects from which to make news stories which should be kept running almost constantly throughout the campaign. These minor points, however, should not be included as a rule in the circular and poster work, where space is so valuable. They may lend themselves better to cartoons or humorous sketches. For this purpose secure the cooperation of a newspaper cartoonist and of the directors of drawing classes in the local schools.

**Check-up of plans.** The following is modified from Alexander and Theisen's *Publicity campaigns for better school support*, already cited.

#### I. THE ORGANIZATION

1. Make definite statement of the needs.
2. Find out what difficulties will be encountered as to public opinion, tax limits, legal questions.
3. Present matter to trustees for consideration and action. If any trustee is likely to be opposed, take it up individually before the meeting.

4. Estimate costs for various types of publicity and decide where money will come from.

5. Carry on preliminary publicity as to needs without announcing that a campaign is planned.

6. Select a few outstanding statements to feature the library's story.

## II. THE PRELIMINARY PUBLICITY CAMPAIGN

1. A campaign committee is organized, after personal interviews with each prospective member, and called together for discussion.

2. The general plans having been laid, the director and the managing committee start the discussion of library needs, preferably at a meeting.

3. The service of the library is constantly stressed; when defects must be noted, they are clearly shown to be due mainly to a lack of sufficient funds.

4. By all possible means the discussion is continued.

5. By a survey, by personal investigation on the part of citizens, and by skilful comparisons, a growing conviction is induced that something must be done.

6. The discussion is gradually directed toward a demand for a specific plan for betterment.

7. The director has the specific plan ready, and when things are favorable has it proposed by suitable sponsors.

8. All along, the trustees and staff and as many active friends as possible have been given a sort of a "know your own library" course, on the needs of the library system and the plans for the campaign. Thus as soon as the drive starts, the "library family" will be ready to answer promptly and satisfactorily inquiries about library work and to serve as radiating centers for sentiment favorable to increased library support.

## III. THE DRIVE (LASTING ONE MONTH)

1. The definite proposal is published, approval having been previously secured from every possible reputable organization

in the city, from the state department supervisors, university specialists on educational problems, library survey experts, etc.

2. The press comments favorably in editorials and runs library news in prominent places.

3. Exhibits, demonstrations, and entertainments, all duly advertised, show the work of the library.

4. Favorable interviews with all types of influential citizens appear at intervals in such fashion that the effect is cumulative.

5. News of what similar cities have done for their libraries appears prominently in the papers, with all superior achievements featured.

6. Children carry to every home in town letters, circulars, and booklets, explaining the proposal for increased expense, much of which material they have helped to prepare, so that their parents are already greatly interested.

7. Advertisements for the library, contributed by merchants, begin and continue, increasing in size, numbers, and force.

8. At least one representative in every organization in town is listening for every note of opposition. As soon as this is reported, the rebuttal is promptly circulated where it will do the most good.

9. A poll may be taken and all favorable results published.

10. Addresses are given before every organization and at practically every general meeting, especially talks by four-minute men and children. Have someone visit the newspaper office daily to get advance information about meeting dates.

11. Cartoons, special articles, and slogans appear in printed material.

12. Posters, placards, or exhibits of library service are put up in store windows, the post office, etc. Handbills and dodgers are distributed to every home.

13. Advertisements are placed on delivery wagons, vans, etc.

14. Slides are prepared for moving picture houses.

15. Specific directions for voting in favor of the issue are circulated, preferably with a picture of a ballot correctly marked and stressing the date. These are printed in papers, put on movie slides, and handed around on circulars.

16. Special arrangements are made to reach factory workers at the noon hour or while they are going to and from work.

17. The Sunday before voting day every minister preaches a sermon favoring the proposition.

18. A few days before the vote, if possible, each school pupil writes a letter to a relative or personal friend who is practically certain to come out to vote. If the child is using a library station or branch, he will bring this out in his letter; if not, the letter will stress the children's desire for books.

19. On voting day, tags are pinned on those who have voted favorably, announcing the fact.

#### IV. ADDITIONAL WORK NECESSARY TO INSURE VOTE AT THE POLLS

1. A complete card catalog of voters is made up through children and teachers or taken by post card, showing the way citizens will vote.

(a) Those against the measure are approached, care being taken to try to change their views by every legitimate means.

(b) When prominent converts are made, sufficient publicity is given the fact.

(c) Publicity is given to anything indicating that there will be a majority vote for the proposition.

2. There must be a good organization to get out the vote on election day.

(a) An automobile fleet, under a competent director to bring voters to the polls, is run by high school boys, club women, and if possible by leading business and professional men.

(b) Special effort is made to get the stay-at-home voters, or those who cannot easily spare the time, to go to the polls.



(c) Arrangements are made for high school girls to stay with children and sick people, so that if possible every woman can cast her vote. This vote will practically always be for better library support.

**A recent development.** Library campaigns are a recent development, reflecting a general tendency of the times to bring about some desired result, by arousing the interest and action of the public through a short, intensive effort. The earliest campaign which has come to the writer's attention is that of St. Louis in 1893 for an additional tax levy coincident with placing the library under a separate board of directors. In 1897 and 1898 there were two unsuccessful campaigns in the same city, to levy sufficient tax to create a local building fund. In 1901, a campaign, also in St. Louis, submitted the question of tax levy support to the voters; this was carried by a tremendous majority, probably because the people were enthusiastic over prospects of a branch library building fund of \$1,000,000 from Andrew Carnegie. If every city which has a Carnegie library building had been obliged to put the matter of adequate support before the voters, two things are likely: the present support of many of them would be considerably larger than it is now; and very few Carnegie libraries would have failed to keep their promise to the Carnegie Corporation.

**Increasing need for campaigns.** Recent municipal experience points to a more strenuous competition among various city departments for proper support. The reaction against the natural increase in taxation is sure to create a new hardship for many libraries which have been going along on the basis of appropriations, and it is a question whether, by local referendum or state taxation, the support of the majority of public libraries, as of every other educational work, will not eventually have to be tested by the ballot box. The tendency in this direction is shown also by the county library legislation passed in several states during the last five or six years, most of the new states requiring a popular vote to secure the establishment of a county library and levy.

**Summaries of thirty-one campaigns.** The lessons learned in preceding campaigns are of vital interest. In the Appendix summaries are given of thirty-one campaigns, based on what information was procurable. It was thought that narration of the special or novel features of each under their respective conditions, so that their background could be understood, would be preferable to a tabulation of figures and a mere schedule of methods. Additional data and illustrations about some of these campaigns are shown in this and the next chapter. Further details from library periodicals or on file at A. L. A. Headquarters are also cited for reference.

## CHAPTER XXX

### CHANNELS AND TYPES OF CAMPAIGN PUBLICITY

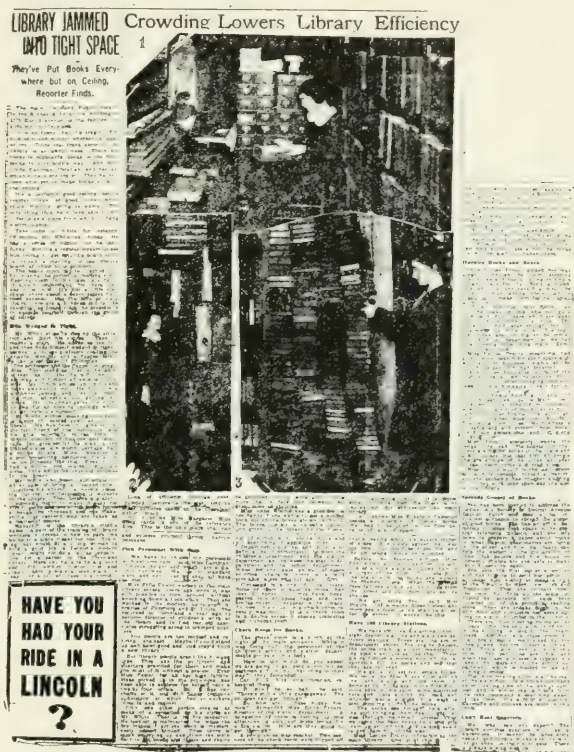
**THE campaign statement.** While the plans for a campaign are taking shape, an outline of the facts, needs, arguments, illustrations and rebuttals should be made and notes jotted down with a view to building up a complete detailed statement. At the beginning of the public campaign such items should be put into brief, convincing, four- or five-line typewritten paragraphs. In large cities the outline may be prepared in two or three forms. In Cleveland, 1921, besides the brief campaign circulars, slips, etc., there was a 3-page mimeographed "Facts for voters," a 4-page mimeographed "Five minute speech" and an 11-page mimeographed "Summary of Facts and Arguments." There must at least be a concise statement ready on every question or phase of the subject, sections of which will be the basis for practically all newspaper stories, speeches, circulars and personal canvasses.

**Newspaper.** The backbone of the campaign consists in the newspaper stories. Without the active support of local newspapers it is doubtful if any campaign can be successful. The case should be carefully put in form by the campaign chairman or librarian so that he can present it in an interview (some afternoon after the newspaper has gone to press). If there are pictures, statistics, or diagrams to illustrate the important points in the talk with the editor, so much the better. Ask the editor to assign some interested reporter to follow the campaign through to the end. Chapter 29 gives suggestions on selecting publicity feature facts—the half-dozen outstanding statements, arguments, and statistics which are bound to create the most favorable sentiment.

During the month of the active publicity campaign these features should be constantly played up. Sometimes they may all be included in one story, but preferably a story should be

devoted to each, or to some new phase, including illustrations which will be most acceptable to the editor and to the readers. Even in the campaign, the newspaper rule "forget propaganda and give us news" holds, and the librarian must see to it that every day he has something new to report. Check up the meetings and see that the speakers' remarks are quoted and that club endorsements are shown up in the headlines. Secure

Fig. 139—Layout of effective Cleveland feature story prepared by interested reporter. Gives a vivid pen picture with many humorous touches. The pictures are carefully planned. Each of them has some person in it and miles of books. Newspapers will seldom print pictures that do not contain figures.



signed interviews from leading citizens. Recall or request stories from library users as to their success in getting library service. The most effective news stories are those which show the unfortunate results if levies or bonds are not voted. In the case of building campaigns, overcrowding and comparison





these groups are 'like minded.' Locate these groups, discover the basis for their opposition or support, and work accordingly. Every group of appreciable potential strength should be reached.

"If the members cannot be reached directly, their leaders must be appealed to. Some have interests of a special nature, to which a skilful appeal needs to be made: (1) Illiterates, as distinguished from literates. (2) Those unfamiliar with the English language as distinguished from those able to read and understand it. (3) Women. Women are less inclined to exercise their voting privileges as a means of warding off increased taxes than to secure improved conditions. They can usually be enlisted for active, enthusiastic, and effective support. (4) Heavy taxpayers. This group includes the bankers, real estate owners, manufacturers, etc. Endorsements from those upon whom the burdens fall heaviest will have much weight. (5) Retired farmers. This group is an important one to consider in smaller communities, because it is usually opposed to high taxes. (6) Families with children of school age as opposed to families without children or with children beyond school age. Winning the support of the latter will generally be much more difficult. (7) Workers who cannot leave their work, and who must be reached either going to and from their place of employment, or at it. (8) Young people between the ages of about 18 and 21. While few of these people are in school and few have yet secured the ballot, they will in a few years have a legal right to vote. (9) School children. The pupils will help to influence their parents. It should be remembered also that they will later become the parents. Efforts made to train them for effective support will also count in campaigns to come."

**Business organizations.** Representative tax-paying interests, employers, producers and business organizations should be reached, first by interviews with their officers, next by addresses before their meetings, and finally by having them officially endorse the project. Others whose endorsement should be sought are chamber of commerce, real estate board, builders' exchange, credit men's association, advertising club, Rotary, Kiwanis, and other luncheon clubs. In most cities there is some private club composed mostly of business men. The proposition cannot be placed officially before such a club, but the library can see to it that several popular and active members are commissioned to talk up the matter in the club rooms.

**Women's organizations.** All that has been said about the business organizations applies here. In addition, the women's clubs should be canvassed more thoroughly, preferably by some library staff members or trustees who can address each of the smaller clubs. It is possible to do more valuable personal work in the smaller women's clubs than in the large business men's clubs. Also the members or officers of these clubs can be persuaded to join as members of various campaign committees.

**Labor unions.** The library project should be first presented to the central labor organization in the community to secure its endorsement. Call attention to the democratic spirit of the modern library, the variety of books it carries on practical trades, and the opportunity which men have to complete their education without expense. Analyze the library's business problems and finances. If the central body approves, it is then possible to follow up in each of the local unions. Find out the names of the delegates in the central union, and have them fully informed and interested before their locals meet. It is well to have publicity material in quantities ready to distribute at these meetings. At local unions one may show a dozen books on the trade or on subjects that would appeal to the members—Life of Lincoln, book on baseball, a travel book, a book on United States history, Count of Monte Cristo, etc.

**Improvement clubs.** There are local "improvement societies" in many communities. Wherever there is a branch or station the sentiment in the neighborhood should be crystallized, and if there is no improvement society in their section, a general public meeting can be called at the library station so that formal resolutions can be passed. In case there is no library service in the neighborhood of an improvement society, and if the success of the campaign will make a station or branch possible there, this local interest should be played up as the incentive for favorable and active support by the club.

**Churches.** If possible, secure the consent of the ministers to say something, either in their sermons or general remarks from the pulpit, and certainly in their outside conversation, about

the value of good reading and of libraries in general, and to outline briefly the arguments in favor of the library's proposition. In some cities this has been taken up with whatever ministers' associations existed so that the ministers had a chance to discuss it and ask questions. Many of the churches will be willing to include a few lines in their church calendar.

**Arranging for public talks.** Speakers should be carefully prepared. Often library trustees know little more about statistics and arguments than people outside. Accordingly, the campaign director should arrange all of his material, bringing out the prominent facts first supported by illustrations and statistics, particularly by diagrams. There should be a map of the city showing present and projected distributing points. The library trustees, committee members and speakers should be brought together at a meeting at which this material should be gone over very carefully, questions answered, and each one "loaded" so that he may go out to the various organizations and tell the story as effectively as the librarian or committee chairman could. All possible objections and questions should be anticipated and answered at this meeting. In a large city, and with a large campaign organization, these objections and questions should be very briefly summarized in typewritten or mimeographed form, not omitting to explain the relations of the library's project to other city or school issues. Organization presidents or secretaries should be called up and arrangements made for a library representative to speak at the next meeting. In case there is no meeting before the election, it is sometimes possible to get executive boards to take action on behalf of their organization. Speakers should be equipped with large charts or other visual material that they can show at meetings, and arrangements made also to distribute printed circulars and slips. In all cases the organization should be asked to give its official endorsement, and in several campaigns it has been found successful to ask each organization to appoint some member to serve on a central committee, as this ties the members up more definitely to the campaign.



**House to house canvass.** The librarian who gathers from conversation of friends and library patrons the impression that the vote is going to be overwhelmingly favorable will often be surprised the day after election. In several cities the library vote has been very small in certain precincts where the population was not in touch with library service, and where very few of the members of prominent business or women's organizations resided. The voters, generally of the less intelligent class, looked upon the library vote as simply one more way of spending public money. The Los Angeles tax levy campaign, on being checked up, showed that the vote was almost unanimously favorable in precincts having branches or stations. Visit the board of elections office, or look up the detailed newspaper reports of preceding elections—whether on library or school issues—and find out what precincts gave the smallest percentage of votes. Men and women of mature judgment, who can actually get acquainted with conditions and sentiment in these precincts, should be delegated to make a house to house canvass. Some campaign workers believe that a house to house canvass in foreign sections is not so effective as getting important men in each block, such as storekeepers and well-known workmen, to interview their own neighbors. These neighbors are naturally inclined to resent having a stranger come to the front door and suggest what they should do, but they are often willing to listen and abide by the ideas of neighbors whom they trust.

**House to house distribution.** No objection can be raised, however, against distributing from house to house, circulars, cartoons, sample ballots, or other printed matter. This can be done by Boy Scouts. In some cases the question of policy on this will have to be decided at a meeting of scout directors, and in several cities the organization has taken action against allowing scouts to take part in any election campaign, even in behalf of schools or libraries. If the scouts cannot do this, it will generally be found that school pupils or volunteers from women's clubs will be willing to do it.

**Personal talks to employees.** One of the most effective methods of campaigning is group talks in stores, factories,

banks, etc. This generally has to be done at the lunch hour, although some employers in smaller shops are sufficiently interested to allow it during the working schedule, preferably in the morning hours. Twenty speakers addressing as many groups of twenty-five or thirty employees will get much better results than ten speakers addressing ten groups of one hundred or two hundred people. Accordingly, these group talks should be organized on a large scale as to speakers, and the attempt made to reach as many small groups as possible.

**School cooperation.** The library proposition may be popular enough so that no one will criticize the school organization for taking an active part in the library campaign. It may be possible to place the proposition before a general teachers' meeting. If no objection is made, special printed matter can be prepared for the school pupils, and through them for their parents—something in the way of a poster, cartoon, or large newspaper broadside (reprinted), a copy of which can be placed in each schoolroom and from which the teacher can talk to the pupils. To supplement this, and to reach the actual voters, the pupils should be provided with a slip or leaflet to take home to their parents. In one city a successful school slip had the message to the pupils printed on one side, and that to the parents on the other. Every pupil in the schools received a copy, heard a discussion and statement of the situation given by the teacher, and was asked to take the circular home to his parents.

**Sample ballots.** Practically all campaign results prove the value of sample ballots. For one reason they give the exact wording of the ballot which not only makes the voters understand the issue more clearly, but makes each voter feel more certain that nothing is being "put over on him" as to the amount and purpose of the issue. The sample ballot should always be marked with a cross in the appropriate voting space to carry the affirmative idea. This is especially effective in the newspapers, for it is assumed that they would not print it, checked "yes," unless they were in favor of the library issue.

**Minimizing the cost.** An essential in all publicity is to show the small cost of the project and to express it in cents instead

of mills. The average taxpayer has no idea what a mill is though he often sees the word. The following examples of school publicity on this point are cited from Alexander and Theisen's book:

1. "Taxes will be increased on account of the extra 1 mill levy—due to the bond issue—as follows:

(Levy is made on one-fifth of the assessor's valuation.)

\$10,000 valuation will pay	\$16.00 extra.
5,000 valuation will pay	8.00 extra.
1,000 valuation will pay	1.60 extra.
500 valuation will pay	0.80 extra.
100 valuation will pay	0.16 extra.

Is it worth 16 cents on the \$100.00 to give the kiddies a square deal?"

2. "What will this bond issue cost the taxpayer?

71 cents per annum, for the first fifteen years, on the actual value of each \$1000 worth of property which he owns, and for the second fifteen years it will cost him \$1.65 per annum, or a total sum for the entire bond issue in thirty years of \$35.40." (Omaha Public Schools, Vol. 1. No. 1.)

CITY SCHOOL DISTRICT OF THE CITY OF CLEVELAND

"Shall the bonds of the City School District of the City of Cleveland be issued in the sum of Two Million Dollars (\$2,000,000) for the purpose of providing buildings for the Public Library of said District, for furnishing the same, and for paying the cost and expense thereof.

<input checked="" type="checkbox"/>	FOR THE ISSUE OF BONDS
<input type="checkbox"/>	AGAINST THE ISSUE OF BONDS

SAMPLE BALLOT FOR LIBRARY BONDS

# ERS!

Give Los Angeles the Library Building it Needs

**VOTE YES Proposition 3**  
ELECTION JUNE 7

Cost of Library Bonds will amount to only 50 cents per year for a man owning a \$5,000 home

**RENT IS WASTE**

\$265,000.00 in rentals has been paid during the past fifteen years for which the City has nothing to show.

To secure adequate space at the present scale of office building rents during the next fifteen years would require more than half of the TOTAL COST of a permanent building

A modern library building for Los Angeles, from the standpoint of Business and of Education and of Civic Pride, is a GOOD INVESTMENT and an immediate necessity.

**VOTE YES**

Proposition 3	YES	<input checked="" type="checkbox"/>
June 7	NO	<input type="checkbox"/>

**How much is your Public Library worth to you?**

**Is it worth 10c more a year to each of you?**

**If so Vote YES on Amendment 9-A**

<b>9-A</b>	Shall proposed Charter Amendment Number Nine, prescribing the proportion of the tax levy to be set aside for library purposes, be ratified?	Yes	<input checked="" type="checkbox"/>
		No	<input type="checkbox"/>

Fig. 141—Sample ballots given out in (a) Cleveland; (b) Los Angeles 1918; (c) Los Angeles 1921. All campaign workers agree that sample ballots are necessary, but they are most effective when distributed within a few days of election. They should give the exact wording that will appear on the real ballot.

3. "Can the city of Rochester financially afford to adopt the proposed schedule?"

"The assessed valuation of the city is approximately \$———. The new schedule would not go into operation until next September. It would thus operate but four months during the present year, 1919. For the present year, therefore, it would add at the outside not more than sixty cents (\$.60) to the taxes that every taxpayer would otherwise pay on each one thousand dollars of his assessed valuation. In 1920 and thereafter it would be in operation ten months of each year, and would add not more than one dollar and a half (\$1.50) to the tax that each one would pay on each one thousand dollars.

"Are you willing to have this amount of money added to your taxes to insure the best teachers for our public schools?" (Rochester pamphlet.)

4. "Do you own \$1,000 worth of property?"

If so:

The High School Addition Bonds

will cost you 4 cents per month.

Are you willing to spend a nickel per month for adequate school facilities?"

(Movie slide at Menasha, Wisconsin.)

Fig. 142—How public opinion, as well as the editor, can be influenced by carefully prepared statements signed by prominent citizens.

## Many Favor Branch Library Building on Public Square

In event city council, Monday, June 17, takes favorable action in the request of the library association to establish a branch on Central Square, work on the structure will start within a short time. It will be of the same style as the Butler Art Gallery but only 35 feet in length. Approval to the project already has been given by such organizations as the Rotary club. City Planning Commission, directors of the Federation of Women's clubs and the American Legion.

Labor unions will donate services for the building of the branch and much of the material has been promised. Offer has been made by an electrical contractor to furnish all the electrical work, amounting to \$185. This will include placing of lights under the eaves so the whole building will be brilliantly illuminated.

Following announcements of the proposed plan of the library trustees to replace the old fountain on the square by a new glazed white terra cotta building, prominent Youngstown men Saturday enthusiastically endorsed the project.

A. C. Adams, president of the First National bank, who has watched closely the development of plans for improving traffic conditions on the

square, made the following statement: "I believe that this proposed plan is a good one. The new building will not only beautify the square and be a convenience to many citizens, but will serve to remind visitors that Youngstown is interested in books as well as dollars. I have been over the plans and am satisfied that the building cannot interfere with traffic no matter what changes in routing may found necessary. Council has the right to move the building off the square entirely, but I hope that it will be a long time before this is done."

Warren P. J. Warnock, former Mayor of Youngstown, under whose administration plans were submitted by civic bodies for changing the routes of automobile and street car traffic was also much in favor of the project. "There are many business men and employees in the shops and mills who, like myself, find it a great inconvenience to borrow books. Outside of the use of the building for library purposes, I am in favor of this plan because it will make the square look more attractive than at any time in the past. The building will not touch the present lawn nor in fact will it interfere with the sidewalk that runs around the fountain. I see no reason why this building, constructed of steel beams as is proposed, would ever stand in the way of carrying out traffic plans on the square. Therefore, I favor it most heartily."

Ex-Mayor Carroll Thornton who was out of the city four days last week reports that among those whom he has talked since his return there seems to be hearty support for the library plan. "I have always wished to see the Public Square kept as a beauty spot. When I heard that there was to be a building on it I thought it might not be a good thing for the city, but having looked over the plans I feel certain that the small building that is projected is going to be one of the most valuable additions to the downtown district. Certainly it will be a great improvement over the old fountain, and is to occupy the same space. I am greatly in favor of placing books where people can get them more conveniently, and am impressed with the estimate of the library trustees that at least 125,000 books a year will be loaned from this point. My chief reason for favoring the plan, however, is the greatly improved appearance it will give to the diamond."

Good Thing For People  
Herbert Ritter, Federal agent of long standing and chairman of the Board of the Chamber of Commerce says "This plan is going to give the ordinary run of people a chance to see something new every day, and to get books easily, a branch library for the area, a man, right where he can see it on his



**Approach to community leaders.** Personal interest, support and activity have a powerful influence "in peace or war." The personal help rendered by a considerable number of influential men and women who are favorable to the library, its purposes and work, is one of its greatest assets and must be carefully cultivated at all times, especially in time of crisis. In a campaign, go outside the circle of intimate acquaintances and levy on the time and interest of those community leaders who seldom get to the library, who possibly have never expressed any very active interest in its work, or who may be indifferent to it. Forestall opposition by lining up the "big" men early in the preliminary campaign. Several school and library campaign failures have been attributed largely to the neglect of a few leading men in the community, some of whom made no active opposition but whose active support, which could easily have been won, would have brought with it enough votes to turn the majority to the right side.

**Value of the interview.** A personal interview through someone who is well prepared insures that a good clear exposition of the case will be made. Questions can be asked and certain points elaborated. The person interviewed feels that he himself is doing the deciding, and he takes greater interest. If the interviewer is personally known, there is added confidence. In some cases an individual will respond better if he is visited by a small committee. Many people are pleased to be recognized in this way and to have their opinions considered and given weight; neglect may antagonize them. There are also many of the sort who make a business of giving wide expression to their opinions without much regard to their value. Unless they are tied up on the right side, they are as likely as not to work on the wrong side. In Los Angeles in a school campaign, a corps of personal interviewers prepared themselves by two weeks of intensive training to go out and tell their complete story and answer any questions. In dealing with foreigners, interviewers who speak their language should be procured. Many foreigners cannot be reached by the English-language press or even by

the silver-tongued English-speaking orator. They must be met on their own ground by persons familiar with their own language and in whom they have perfect confidence. In some campaigns special pains have been taken to visit opponents; for example, after a house to house canvass had been made, opponents of a certain school proposition were called upon by personal friends who favored it.

**Procedure.** These community leaders, for campaign purposes, should be carefully sought out, after being selected, with the advice of two or three well-posted men, by going over lists of them in the hands of local organizations such as the banks, Associated Charities, and the like, checking up the interests of each person and the size and number of circles which he can reach. Some qualified person should then make the necessary arrangements for an interview. Sometimes the visit is more effective if made without advance notice, and in a seemingly casual manner. With certain business people it is, of course, necessary to arrange for an interview by letter or telephone, and the question will have to be settled each time as to whether the purpose of the interview should be definitely outlined in advance of the visit. Generally not, for if the man thinks his own time is to be requested for some project in which he is not greatly interested, he

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ADVERTISEMENT.

### *The Waiting Line—*

ONE evening recently I was late in leaving my office in the University Building at Washington Square. It was nearly six o'clock and rather dark. As I came out on the Waverly Place side, I found a line of young men and women that extended for the sidewalk for more than a block.

Some of the young people in line were willing and where to give their evenings in were to secure a better education.

I am not ashamed to admit that I uncovered my head in the presence of this procession. Here was indomitable courage possessed by members of New York's younger generation who refuse to be turned aside from their pursuit of an education.

Their courage gave me new courage. I am going to do my best to help them.

*Elmer Ellsworth Brown*

Chancellor,


New York University.

No. 7 in a series of informal talks published in the interests of the New York University Endowment Fund, 612 Fifth Avenue, New York City.

Fig. 143—Emotional campaign appeal used in series of paid newspaper advertisement for a university endowment fund. A library can secure stories similar to this without expense by getting some prominent leader to give them out as interviews to a local paper.

will have an opportunity to refuse. It will probably be better to ask in advance only for "an interview," and to wait until

### A BUILD YOUR LIBRARY



The Library Bond Issue will add nothing to taxes this year, nor possibly next. When it finally does, it will add only 20 cents per capita, per year, the price of one or two ice cream sodas, a cigar, or a cheap movie ticket.

It will turn cash work for hundreds of men.

**VOTE TO BUILD YOUR PUBLIC LIBRARY**

W. J. JONES

### B FORTY YEARS' GROWTH OF THE MAIN LIBRARY

□ READERS REQUIRING SEATS  
■ VOLUMES IN LIBRARY

Year	Readers Requiring Seats	Volumes in Library
1856	17,632	25,312
1876	25,312	42,330
1896	42,330	74,000
1916	74,000	114,318
1936	114,318	237,571
1956	237,571	443,345

The chart above shows why the Public Library has not grown into a great quarter. It has now reached the point where rent is waste.

Please pass this slip onto a friend and win votes to build a new Library with a cut-out.

CLEVELAND PUBLIC LIBRARY

### C INSTRUCTIONS TO WORKERS AT THE POLLS

The law requires that you remain beyond the flag which is set 100 ft. from the booth. It is well to station yourself just beyond it.

Hold the sample ballot to each person passing toward the booth, with the very brief message pleasantly given, that the Cleveland sample ballot is like this, beautiful, scientific paper.

Answer questions if asked, and broadcast a favorable vote whenever it seems wise to do so, but don't try to press unwelcome or prolonged conversation.

If any circulars are furnished you, hand one of them out with each ballot. Circulars will be used while the supply lasts, but it is likely to be exhausted by election day.

Many thanks

### Cossitt Library's future depends on —You!

The City of Memphis proposes to issue \$150,000 in bonds for imperative additions to the present building, and to enable the Library to meet the ever-increasing demands of this fast growing city. This means **BETTER SERVICE**. The congested condition which now prevails does not make for good service, so—

**Vote YES on this Bond Issue, May 10. Advise Your Friends to Vote**

**No Increase in Taxes!**—Interest and principal will be paid out of the present 4c tax.

**YOU WILL NEED—**  
1922 Poll Tax Receipt  
Registration Certificate

### Friend of the Library:

Win Votes for Library Bonds June 7.

The Public Library has been **FIFTY YEARS WITHOUT A HOME**. Los Angeles is the only large city in the United States which has never owned its own Central Library Building.

**RENT IS WASTE.** During the last fifteen years the Public Library has paid \$265,000.00 for rent.

Library Bonds will only cost 2c on every \$100.00 worth of assessed valuation of property.

Let us build a Library such as San Francisco has and take our place with progressive cities!

**VOTE "YES" ON PROPOSITION 3—JUNE 7th**

### ATTENTION! CITIZENS OF LOS ANGELES!

Your Public Library is in danger. Without your support it cannot maintain its present service. If you will add another mill to its tax rate at the next election you will give it \$50,000. With this aid it can pay its employees, by our shipbuilders, engineers, win the war.

This will cost you little, raise the sum.

This will not be a burden is your contribution.

The Library serves the out two and a half million it can continue to help you.

**Vote YES on August 1st on the ballot**

### VOTE YES!

at the **REGULAR ELECTION**  
**November 7th**

If you are in favor of the **RAPID Completion** of the

**New Main Library**

Women Taxpayers May Vote!

### THE DAYTON PUBLIC LIBRARY AND MUSEUM ENDANGERED

**TO PROTECT LIBRARIES AND SCHOOLS OF DAYTON, THE AMENDMENT TO ART. 12, SEC. 2, OF THE OHIO CONSTITUTION AS NOW DRAWN SHOULD BE DEFEATED.**

**BE SURE TO VOTE "NO" ON THE AMENDMENT**  
**TUESDAY, NOVEMBER 7—**

Fig. 144—(a and b) Front and back of little slip, 140,000 copies distributed. Note two features on front: visualizing the proposed building and showing and comparing the annual cost to a soda, cigar or movie ticket. On the back the growth of library needs is also shown visually. (c) Mimeographed slip of instructions to workers. (d) Slip given to voters in Memphis. (e) Back of postal card mailed out to 15,000. (f) Slip distributed through stores, factories, organizations, and library books. (g and h) Detroit and Dayton slips.

the personal visit to outline the purpose and plans. In many cases the most successful method of arranging these things is through some mutual acquaintance. But this, too, may be disastrous, for the reason that the friend may undertake to place the whole matter before the prospect and fail for lack of proper preparation. Before making any such visit, the definite thing to be asked for should be decided. This may be a request to act on a committee, to serve as chairman either actively or nominally, to make some statement for the press, or at least to lend support informally. For this reason the interviewer should find out in advance all he can about the prospect's outside interests, whether he has ever used the library, what civic activities he has engaged in, in order to prepare a talk that will appeal to him. Some leading men, for example, distinguish between good and vicious taxation and are sufficiently strong for schools and libraries and similar work to go far out of their way to cooperate. Others are of the hard-headed type who reduce everything to dollars and cents on general principles, without regard to merit. Especially are they opposed to additional taxes, and in favor of omitting everything that can possibly be avoided, no matter what its permanent value may be. It is always well to assign an active part in the campaign to as many helpers as possible, provided they are all organized under some leadership and working to a common end. In the campaigns at Dayton, where peculiar conditions existed, "we addressed no public meetings, but did a tremendous amount of quiet personal work, newspaper work, correspondence and circularizing, and enlisted a great number of library friends, at one time over five hundred persons."



## CHAPTER XXXI

### PUBLICITY FOR SPECIAL TYPES OF SERVICE

Children's and School Work—Work with the Foreign-born—Industrial Work—Reference Work—Branch and Station Work—Village Library Work—County Library Work—Commission Work.

#### CHILDREN'S AND SCHOOL WORK

A little publicity effort may go a long way with the younger folk. Children are susceptible to suggestions. They have time to read. The adult population strongly favors the use of the leisure time of childhood for reading good books. Furthermore, the public schools offer an easy method of approach.

**School visiting.** Such usual methods as visits by library workers to the schoolrooms or by classes of pupils to the public library or the branches need not be gone into. Crunden Branch at St. Louis and branch libraries in other cities make a feature of this visiting, having programs with speakers, songs by the children, and even light refreshments and dancing.

Story-telling is almost universal, and a secondary purpose of it is to attract boys and girls to the library building. St. Louis has varied the plan with a poetry hour. "We read poems from Bergengren's *Jane, Joseph and John*; after each poem we have a discussion and an exchange of experiences. The children vote on the poems they like best." While the notices of such story hours are limited in too many libraries to word-of-mouth news, sent out through the schools, it is becoming more common to plan them in considerable detail, possibly in some series or based on some cycle, and to give weekly newspaper publicity a day or two in advance. Other forms of publicity for story hours would include window exhibits of appropriate books, and, most successful of all, posters made by the school pupils, sometimes in a contest.



room, has a mimeographed bird's-eye view of the children's corner on the reverse. "Nothing appears as effective as direct-by-mail and telephone work. A form letter has for children a personal tone, for they accept it as individual." Indianapolis sent out a "vers libre" invitation, which included some gentle admonitions as to quiet and the care of the books. A second section of this, addressed to the parents, gave further advice as

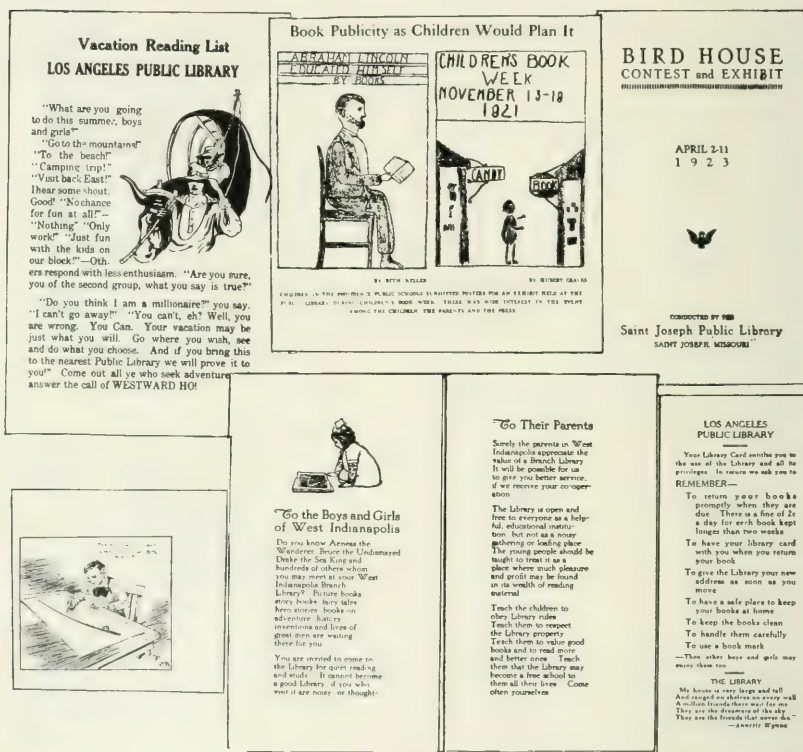


Fig. 146—(a) Graded vacation list printed by Junior High School printing class. Cover designs by art classes. 62,000 of this series of lists distributed in 1922. (b) Posters submitted in contest. This idea can be carried out at any time of year, but especially in children's book week. (c) Bird houses are only one subject for contests and exhibits. This is front of a four-page list. (d) Sample picture from Tacoma book title guessing contest. Several cities have used these pictures adding a few of their own. (e) Front and third page of librarian's message to pupils and parents in the neighborhood of a branch. Object, to encourage better conduct. (f) Book-mark given out in all library books.

to how to instruct the children to obey library rules and respect library property. The results were particularly successful. In Los Angeles an annual Hans Andersen Festival is given for the children, which brings together the schools, library, public playgrounds, and the Park Commission, working with the Drama League. The Boy Scouts handle the crowds; the drawing departments make posters; and the domestic science classes make the costumes. The festival is held in Elysian Park, with story hours for children of different ages. (See *Library Journal*, Oct. 1, 1921, p. 799.)

**Statements of library service.** A great variety of circulars, pamphlets, and even bound books which set forth the library's work with the children, addressed to the adult population or especially to the teachers, has been examined. No rules can be laid down for such publicity, as the conditions and especially the relations between the library and the schools vary so widely. In general, however, the principles that apply to all publicity hold here: brevity, division into distinct subjects, each of which will be given a separate heading, so that the whole can be printed in an attractive display style.

**Book lists.** Little need be said here on the preparation, printing, and use of book lists. The selection of titles is a matter coming under the head of children's literature. The printing of the lists and the distribution to the adult population are fully discussed in Chapters 21 and 22. In several cities the public school printing shops are being called upon to print lists, graded lists especially. They will naturally be distributed from the children's rooms and through the schools, except those lists on special subjects, such as handicrafts, Scout and Camp Fire Girl activities, etc., which have a specific purpose and distribution. Los Angeles for some time has prepared frequent mimeographed lists of the recent additions to the children's room and posts them in the schoolrooms. Libraries which feel that juvenile attendance at the central building and the branches is not heavy enough might well adopt this method, as librarians tend to underestimate the young people's fondness for new books.



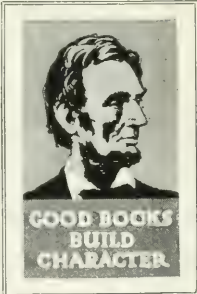
**Contests.** All sorts of contests are entered into eagerly. Three of four libraries, through the generous courtesy of the *Tacoma News Tribune*, have borrowed the newspaper cuts used in the Tacoma "Title guessing contest" of 1922. By adding a few titles locally, no contestant was able to get the complete information through any acquaintance in Tacoma. One library which copied this gave valuable book prizes, donated by the editor of the paper. Newspaper contests based on school essays about favorite books are frequent. Guessing contests on birds, flowers, pictures, and many other subjects, based on displays of real specimens or of pictures of them, are generally success-

# VACATION READING

## A Beautiful Certificate For Reading Worth-While Books

**YOUNGSTOWN PUBLIC LIBRARY**  
Rules For Vacation Reading.

1. The Youngstown Public Library has planned a course of Vacation Reading for the school children of the city, to be conducted between Monday, June 18 and August 27, 1922. Reading must be done within the dates specified.
2. Children from the third through the eighth grades are eligible.
3. Any book (with the exception of the *Time Reading* titles, which is included in the collection at our library branches), may be read for the certificate, but not more than five at one time be fitting.
4. Books should be borrowed from the library branch nearest the child's home.
5. Record slips will be provided. On these write the author and title and a statement of what you liked best about the book. A slip for each book must be deposited with the librarian of the nearest library branch on or before August 27th.
6. Certificates will be given for reading eight books not read five of them fitting. A star is given for reading five additional books.
7. Certificates will be distributed at each library branch as those who have completed the reading on September 1st.



"The Youngstown Public Library is proud to have you read so many good books in its collection." "The Youngstown Public Library is proud to have you read so many good books in its collection." "The Youngstown Public Library is proud to have you read so many good books in its collection."

**The Youngstown Public Library**  
presents this Certificate to

For reading eight books on the selected list of

**Vacation Reading**

A star is given for reading  
Five Additional Books

Fig. 147—Poster to advertise vacation reading and certificates. Many libraries have had success with the certificate plan during the school year or vacation. The more expensive styles seem to be highly prized and are often framed by the children and hung up at home. This poster with rules (at left) was placed in each school room two weeks before end of school year.

ful. Indianapolis undertook a city-wide vote on the most popular book. A small green folder was headed "Your best book friend," with several questions especially as to preferences among books and announcing that a vote was to be taken. Space was left for a brief letter from the child so that he could file his

vote, and the last page was a book list. The question of contests on number of books read generally arouses a warm discussion on the part of librarians who think it impossible to emphasize quantity without sacrificing quality. Vacation reading certificates for the completion of a minimum number of books seem to eliminate part of the objection. Those libraries which have tried the plan of giving certificates, either for school-year or vacation reading, are very much in favor of them. For the annual outing of five large schools in the vicinity of Carondelet Branch at St. Louis, the whole community turns out, and entertainment is provided in the form of a library play contest under the direction of the librarian. (This is described in considerable detail in the *Library Journal*, March 1, 1921, pages 201-205.)

**Posters.** The possibilities of posters in connection with children's reading are unlimited, both for publicity for arousing interest in certain books and for practice in drawing. Posters are the most common subject for contests, yet only a small proportion of the posters up to date have been produced in contests. They are usually the fruit of regular class work, the subjects being assigned by the drawing teacher, whose interest must first be aroused by the library. A popular method of presenting the idea to the children is to allow them to make a poster for their favorite book, or to allow each child to work out his own ideas for a poster that will be appropriate to some particular occasion, like Lincoln's Birthday, Children's Book Week, etc. Whether or not there is any contest, there should always be an exhibit of book posters, if a sufficient number are on hand, and the posters should then be utilized by distribution around the city in post office, store and bank windows, etc.

**Moving pictures.** Methods for general use of moving pictures are discussed in Chapter 25. This type of publicity is especially appropriate for children's work, inasmuch as many films are based on juvenile books. The librarian can often carry on considerable publicity about a coming book film, which the theater manager could not otherwise secure without spending a good

deal of money. He is therefore glad to cooperate with the library. He may be willing to offer prizes for essays; he will lend large photographs from the film for use in book exhibits; he may even run a free matinee or morning performance under the library's auspices.

One library owns and operates a Pathescope for showing book films. There are two shows Saturday afternoon during the winter season; all of the films are based on books. A single comic film is shown on some of the shorter programs. Pupils are admitted by free tickets given out at two schools each week (in rotation) for good behavior. Boys from the junior high schools act as monitors and there is no noise or disturbance. The expense for these films is seventy-five cents per reel, which in this city is met by a friend. Representatives of the women's clubs act as hostesses.

**Children's book week.** As the National Association of Book Publishers is now prepared to send out each year, in advance of the observance, a complete variety of suggestions and inexpensive material, the subject of publicity for this week need not be gone into here. A very full article describing local observances was prepared by Miss Marion Humble for the *Library Journal*, October 1, 1921, pages 795-797.

**More ideas.** Cincinnati says: "The weekly school newspaper prints library notices free. The printing of the schedule of story hours held in the entire library system brought them to the attention of the teachers who, in turn, told their pupils the time and place of the nearest story hour. This resulted in a large attendance. One newspaper is liberal, always giving space for items on children and books when requested, such as an illustrated feature article in the Sunday magazine section. One article gave pictures of a boy and girl from a county school supplied with a classroom library, showing their reading records above the average. Local interest in this rural district was keen. The library profited by good-will, the librarian in charge of the work being the person who drew the reporter's attention to the children.

"Sending literature on Children's Book Week, copies of the Book Shelf for Boys and Girls, and the Thomas Bailey Aldrich book shelf to all principals of schools in November 1921, resulted in one school in an outlying district becoming so interested that the older boys built nine book shelves. The librarian went to see them, in response to a telephone request, and talked to them about books. As the Mothers' Club was meeting there that day, the librarian was called in to tell them what books to buy to put on the book shelves their boys had made."

Los Angeles sends the following on school publicity:

Bulletin boards in public schools:

At the request of the library, the manual training department has made bulletin boards for the various school buildings. On these we post lists, poems, pictures, or news notes about the library.

Exhibits:

Teachers and children are pleased to be asked to exhibit their handiwork at the library.

California missions made of ivory soap, favors for St. Valentine's day, made by the primary grades, posters from the art classes of the high school, even specimens of handwriting, bring children and parents to the library to find their own work.

Bulletin boards in halls where many people pass, bearing pictures and poems about mountains, the sea, work, or other subjects, have attracted many types of people.

Displays of national and state publications of use to teachers are revelations of what may be secured free, and of the service of the Government to the people.

Talks to teachers:

A schedule of teachers' meetings during the year may be secured from the Superintendent's office, and the mere presence of a library representative at these meetings is a reminder of the existence of the library and the close relationship of its work with that of the schools. It may lead to an invitation to speak. One learns something of the point of view of the teachers.

School publications:

It is unnecessary for the library to spend money on bulletins or printed lists. The City Teachers' Club *Monthly bulletin*, and the Los Angeles *School journal* are glad to print anything of interest to teachers.



#### Talks to children in the schools:

In some cities one must have written permission from the superintendent before a library visitor is allowed to go from room to room. In other cities she is as welcome as any one of the supervisors. If she comes bearing something to give away, such as book lists and application blanks, these serve as an open sesame, when a mere announcement that she wishes to speak to the children would not. If careful not to take too much time, a warm welcome is more likely next time.

#### Teas:

Teas and other social functions of a similar nature may not be justified for ordinary every-day publicity, but on such occasions as the opening of a new room or building, they serve as a fitting attraction. They should be merely a means to an end, that end being to show the resources of the library in which that special group would be interested.

#### Interest of superintendents and supervisors:

If the library can be made indispensable to those in authority, its popularity is assured with the whole teaching staff. When superintendents make recommendations regarding the use of the library in the course of study, the teachers regard the suggestions more seriously than when they come from the library. In Los Angeles the course of study mentions the use of the library and the care of books in the outline for each grade, and recommends that teachers take their classes to the library for instruction.

A letter from the Public Library to principals following the publication of the course of study was accompanied by an outline of the instruction given in the use of the library. The response showed an increase of 200 per cent in the number of classes visiting the library in one year.

A timely letter to a supervisor who may be interested in a new book on school printing, or to a superintendent who reads everything on all-year schools, helps to get results.

#### Book lists for leisure reading:

Teachers appreciate suggestions for joy-reading in leisure time, and are grateful for lists of poetry, essays, travel, regardless of any association with school work.

#### Letters to new teachers:

Every year new teachers arrive who do not know about the special privileges the library offers. A letter sent to each new teacher in the fall tells how to obtain school deposits, where branch libraries are, and where the professional books for teachers may be found.

**Informal publicity:**

Conversations with teachers on the street car, or at a school, or at a social gathering, frequently reveal needs of teachers and the opportunity to tell them what the library contains to meet that need.

## WORK WITH THE FOREIGN-BORN

**Attitude of the foreign-born.** Many librarians have expressed the thought that the foreign-born are more appreciative of library service than any other section of the population. Strangers in a strange land, compelled to associate largely with those from their home country and oppressed by the injustices, indifference, or even prejudices of their American-born fellow-citizens, they are naturally timid and even reluctant to visit an institution with which they had no experience in their home country. The need for reaching these people is therefore especially real, and the librarian must be on the alert to find opportunities for publicity based on their personal interests and national backgrounds (Chapter 5).

**Personal acquaintance.** In no type of publicity are personal factors so important. The foreign-born find it difficult to visualize the library except as a dignified, forbidding building. They can have no idea of the cordial attitude of the library workers except by meeting them personally. Visits to foreign churches, lodge meetings and other gatherings of foreign-born is a first step in this direction, for it breaks the ice. The few persons whom one meets on such occasions carry the news on to all their friends, and often it is more useful and productive than much printed publicity.

**Meetings.** Every library carrying on special work with the foreign-born and equipped with an auditorium comes quickly to realize that a successful part of its work is the scheduling of public meetings for the different foreign groups. Plan a definite schedule of such meetings, part of the program in English, and with some outstanding foreign-born citizen, possibly an out-of-town visitor, as chief speaker, with a well-known English-born citizen also on the program. Foreign music and readings, by

old and young, will help to bring out a large attendance. At the close of such meetings the audience may visit the foreign section of the library book shelves, or the collection of books may be taken on trucks into the auditorium to be shown by an assistant.

**Foreign publications.** If there is no local foreign language paper, one published in a neighboring city doubtless contains a page or column of local news. In this the library can tell its story. In addition there are a variety of small bulletins published by local foreign churches and secret societies and social clubs. Many of these will be glad to give space for library news and book lists. Book lists should always be prefaced by a statement explaining the simple rules of the library and the fact that readers are especially welcome. Advertising the names of library assistants who will meet and serve the foreign-born has proved profitable. These news stories should be short. They should be written with the advice of some interested foreign-born citizen who may be willing to translate them.

**Book lists, circulars, etc.** News stories have great value, but it is doubtful if in this field they are as effective as small book lists and circulars which are distributed directly into the people's hands through the various organizations or by Boy Scouts, or better still, through the children of the foreign-born in the public schools. At intervals of two or three years fairly complete lists of the books in each language should be printed, in separate pamphlets. But these should be supplemented by brief lists on slips, representing the new additions. The foreign-born are just as desirous of new books and of news about them as are the American born. Slips describing library service with pictures of the building, quotations, etc., are always welcomed.

**Posters.** A few posters to reach these people can be prepared inexpensively. They should have, if possible, pictures of the library building and of some of the books. The original paper covers or jackets of some foreign books should be kept for this

poster and other bulletin work. After having the English wording translated the poster should be prepared, preferably on a large mat, and the lettering done by a show card writer who will follow the foreign copy very closely.



Fig. 148—(a) Typical book list with St. Louis library seal translated. (b) Program for foreign society meeting in Cleveland branch. (c) Effective Los Angeles poster showing foreign-born, by pictures and sample cards, how to become borrowers. (d) Card given by court officials to applicants for naturalization papers. (e) Bilingual placard. (f) Typical list on work with foreign-born. (g) From a series of four-page circulars which explain library use, with list of branches.



**Naturalization classes.** Several libraries have distributed "introduction" cards from the naturalization office to all applicants. These men take naturalization seriously and when given library material with their blanks they read it carefully, and feel that they are expected to use the library. In many cities meetings of those who have won their final papers are held three or four times a year, addressed by prominent speakers. It is generally possible to have one of these make some mention of the library as an opportunity which awaits every new citizen.

#### INDUSTRIAL WORK

**General considerations.** Artisans, engineers, business men are engaged in work in which skill, knowledge, and experience are at a premium. Although as previously shown, these men are not always willing to grant the value of the printed page, they can generally be convinced of it if the facts are brought closely enough to their attention with reference to their own needs. An important feature in technical publicity is the description or listing of various specific questions or subjects on which the library has actually been giving assistance. "Successful and wide-spread publicity must ever have an element of ingenuity about it, and this necessitates personality back of the whole idea; personality in what is appropriate, as well as artistic; in what is complete without being verbose; in what is tactful and yet withal effective; what is, paradoxically, individual, yet makes a group appeal. Of no department is this more true than the technical department, since many people whom it is desired to reach are somewhat self-sufficient and can only be jolted out of this attitude by the unusual, which, if possible, should be combined with the personal." (G. C. Maclin.)

**Newspaper stories.** Newspapers like to recognize commercial and industrial progress; they are generally willing to run notes on new industrial books, preferably in news form rather than as book lists, and with only an inch or two to a single book. Bring in any new factor that can be thought of—connection with some

local industry or timely project, mention of some recent or forthcoming lecturer. If the library report for any month shows an increase in the demand for such books, write it up, mentioning a few subjects in greatest demand.

**Company organs.** Manufacturers' publications reach their employees personally. (Chapter 9 suggests how to discover all such publications.) In some, considerable space will be allowed, while in others the editor may provide only an inch or two at the bottom of a page. If he feels sure the results warrant it, he may be willing to give up this space regularly; if so, some date should be marked on the publicity calendar so as to furnish the material on time each month. Besides news articles, book lists and reviews, the library should give frequent invitations of a general sort, and make clear that personal service will be given the employees, preferably mentioning the name of the library assistant who is working in this field.

**Labor papers.** Descriptive book lists on various trades should be run in the local union paper if there is one, or in the local column of the union paper published in the nearest city. Repeat the fact that library service is free, giving hours and general information in a short paragraph. Union men, like everyone else, are interested in other things than their daily job. They have been trained to take an interest in social and economic problems. Furthermore, many of these men who are now well paid and have leisure time are great readers in fields far distant from their occupation or their economic views—art, travel, literature, biography, etc. Acceptable book lists and news stories can be made by taking sections of such a list as Miss Rathbone's *Viewpoints in travel* or Miss Tappert's *Viewpoints in biography* and having these run as library news stories. Many readers of union papers will be interested in as high a quality of books on as broad a range of subjects as will the readers of the general newspapers.

**Talks before groups.** Chapter 27 discusses talks before employees of industrial concerns, a publicity method which deserves all the time it can be given.

**Posters.** A score of interesting subjects concerning the industrial work of the library can be interpreted in posters, placed on safety bulletin boards and near the time clocks or in other prominent places in industrial concerns. The Harvey Dunn poster, sold by the A. L. A., is the most striking and acceptable piece of work in this field (Fig. 99, p. 273). Librarians may well invest in a quantity of these, mounting them on wrapping paper so that they will last for some time. They can then be moved from one place to another.

**Window exhibits.** Technical and business books are especially appropriate in down-town window exhibits in stores and banks. Backgrounds should include appropriate tools and such other equipment as can be borrowed and set up in the window.

**Book lists.** There is an endless variety of industrial subjects on which brief book lists in printed, mimeographed, or multi-graphed form can be run off. These should be issued as frequently as possible, the variety and frequency being more important than the completeness of the list. On such subjects descriptive notes are almost a necessity. Prepare a schedule of subjects, arrange a set of folders to correspond, and lay aside titles and notes as they appear, in readiness for use. Annotations can generally be located quickly in the catalogs of the various technical book publishers, also in the magazine book display advertising as it comes along to the librarian's desk. Such notes should be kept on hand when the book is first ordered and filed away for subsequent use, for the same books can be listed and advertised in many ways from time to time.

**Personal letters.** Mimeographed personal letters sent out to engineers and business men and men in certain of the trades are very productive of results, up to a certain point, but as C. S. Thompson concludes after an intensive attempt to get response from every person engaged in a number of local trades and businesses, libraries have not yet reached the point where they

can afford to carry on this repeated intensive publicity. A single carefully prepared mimeographed letter, however, will prove profitable. Describe instances and list subjects or mention the values of a few books.

**Cooperation of specialists.** Effective publicity comes from inviting local business men, engineers, and craftsmen to advise in

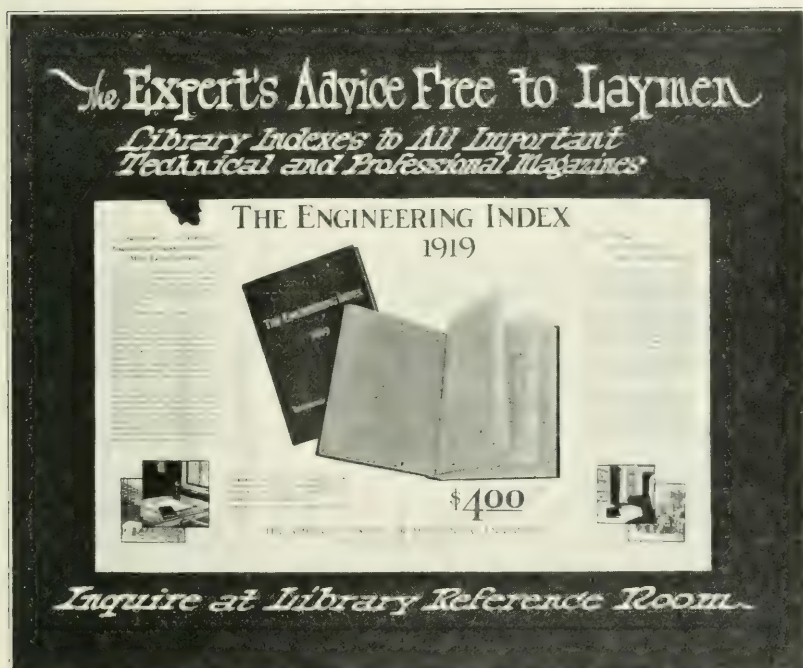


Fig. 149—The alert reference librarian can find plenty of opportunities for publicity. This card accompanied by copies of *Engineering Index* and *Industrial Arts Index* with a dozen bound and unbound technical magazines made an interesting down-town window exhibit.

the selection of new books. If invited to visit the library and look over the existing collection, they will be in better position to make their suggestions, and will go out as missionaries carrying forth their personal enthusiasm about what the library is doing.



## REFERENCE WORK

**An untilled field.** It is unfortunate that most librarians think only of circulation when they hear the word publicity. In the second chief function of the library—to encourage present readers to do more careful and systematic reading and study—

the opportunities have been sorely neglected. Not far distant one sees the widespread preparation of intensive study courses for adults who are not connected with any organized classes in the community, and who have a right to look to the library for planned courses of reading. This is a reference function, and any advance in this direction depends almost entirely upon proper publicity.

Even in large cities where hundreds of thousands of books are lent each year, there are only a few citizens who understand the variety of

### The Reference Librarian

At times behind a desk he sits,  
At times about the room he flits,  
Folks interrupt his perfect ease  
By asking questions such as these:  
"How tall was prehistoric man?"  
"How old, I pray, was Sister Ann?"  
"What should you do if cats have fits?"  
"What woman first invented mitts?"  
"Who said 'To labor is to pray'?"  
"How much did Daniel Lambert weigh?"  
"Should you spell it 'Wo' or 'Woe'?"  
"What is the fare to Kokomo?"  
"Was Clark's name really, truly Champ?"  
"Can you lend me a postage stamp?"  
"Have you the rhymes of Edward Lear?"  
"What wages do they give you here?"  
"What dictionary is the best?"  
"Did Brummel wear a satin vest?"  
"How do you spell 'anaemic,' please?"  
"What is a Gorgonzola cheese?"  
"Who ferried souls across the Styx?"  
"What is the square of ninety-six?"  
"Are oysters good to eat in March?"  
"Are green bananas full of starch?"  
"Where is that book I used to see?"  
"I guess you don't remember me?"  
"Haf you der Hohenzollernspiel?"  
"Where shall I put this apple peel?"  
"Ou est, m'sieu, la grande Larousse?"  
"Do you say 'two-spot' or the 'deuce'?"  
"Say, mister, where's the telephone?"  
"Now, which is right, to 'lend' or 'loan'?"  
"How do you use this catalogue?"  
"Oh, hear that noise, is that my dog?"  
"Have you a book called 'Shapes of Fear'?"  
"You mind if I leave baby here?"

personal help which the library's reference department can give them. Consequently, it is no over-statement to say that publicity in reference work is not only profitable but is an obligation upon the library.

**Personal service.** As reference work implies careful research for individuals who present their own personal problems to the library, publicity about reference work calls for projects having a personal appeal—direct letters and circulars which describe the personal service that is already being given, preferably citing some of the interesting and even curious questions that have been presented recently. Frequent mimeographed letters are profitably sent to Sunday schools, missionary societies, ministers, graduating pupils of the high school and grammar school, and especially to club women and members of other groups which are doing civic or study work. Such letters will be brief and describe as vividly as possible the definite kinds of help that the reference department can offer. These may be run off at slight expense and should be mailed out direct from the library under two-cent stamps.

**Advertise the routine work.** There are many things in the ordinary day's work in a reference department which make fine topics for publicity. First of all, occasional news stories on the diverse questions looked up, citing interesting lists of them. Several headings for such stories are shown in the chapter on newspaper publicity. Wilmington reports seeing the effects, for two years, of a skilful story which began:


“CAN'T STUMP LOCAL LIBRARIAN WITH QUERIES ON  
SHIPS OR SEALING WAX . . . . .

Curfew Law, League of Nations, Joan of Arc, Political Platforms,  
are Questions Hurlled at Attendant's Head . . . . .

It was a rainy afternoon and the cafeteria had not yet opened its doors to the hungry multitude, so the newspaper reporter decided to spend the hour in the library.”

The public has scarcely heard of the *Readers' guide*, the *World almanac*, and all the ingenious and certainly remarkable tools that are in daily use in public libraries. Such bibliographic helps can be given publicity in descriptive news stories, in window exhibits, by posters, and in many other ways. The

Automatic  
66066  
Until May 1



Main 714  
Main 749  
After May 1  
Call 3-5141

## HELLO LIBRARY!

Every Hour of the Day the Calls Come for Information  
From Men and Women Who Wish Help on Problems

*Ask for the*  
**Reference Department**  
9 A. M. to 9 P. M.

Looks up questions on Current Events,  
Facts, Dates, General Reading, Club  
Program, Quizzes, Addresses of Business  
Firms, Plans, Reservations, Air Travel,  
Statistics, Literature and Miscellaneous  
Topics.

Has up-to-date indexes of 200 maps  
more. Collection of 1,000 dictionaries,  
Vertical Files of Reports, etc.

*Ask for the*  
**Industrial Department**  
9 A. M. to 6 P. M.

*Saturdays*  
9 A. M. to 9 P. M.

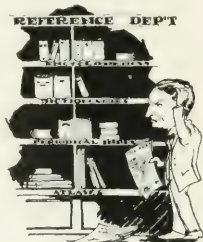
Looks up questions on technical and  
business subjects. Books on Engineering,  
Iron and Steel, Electricity, Chemistry,  
Physics, Building, Business, Automobiles.  
Index. Radio. Trade Directories, Reports  
of Technical Societies. Has indexes that  
cover all the current Technical Magazines.

**THE LIBRARY IS A GREAT PUBLIC SERVICE PLANT  
LIBRARY SERVICE IS FREE**

NEW LIBRARY SERVICE (also advertisement on a 66066 number)

Figs. 150 and 151—Quarter-page advertisement, value \$50, donated by editor to advertise library service. Illustration taken from telephone company's advertisement. Below, poster to advertise dictionaries and other reference books.

What is it  
?  
How do you  
say it  
?  
Where is it  
?



When the newspaper uses words  
like -

Soviet    Sinn-Fein  
Entente    Nietzscheism

Do you say "Moses" and read on?

**THE PUBLIC LIBRARY**  
will help you pronounce hard  
words, locate new places, etc.  
**DICTIONARIES AND ATLASES**  
TELEPHONE ~ OPEN DAILY 9am-9pm

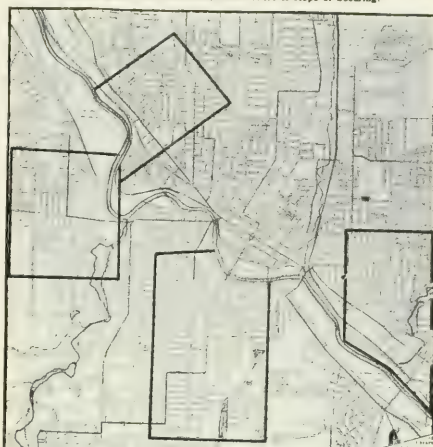
larger libraries maintain vertical files of valuable reference material, of which scarcely any reader has heard. One library placed such a vertical file in a store window, scattering the floor with pamphlets on various subjects, each of which was connected with the file envelopes by narrow red ribbons, and small placards were placed so as to explain the use of this material by the public. In one corner of the window a reference desk was fitted up with telephone, and the library's telephone service was advertised. Government documents are a fruitful subject for publicity. Scan new items for their news value, make frequent exhibits, write up striking cases of important aid given to local persons through individual pieces of reference material.

#### BRANCH AND STATION WORK

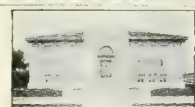
Establishment. Publicity, especially through the newspapers, is essential in creating sufficient public interest to provide funds

for branch buildings. Such funds may be required on a large scale to inaugurate a general campaign for several buildings, or to create a building in a section which has had no service whatever and is little acquainted with the use of books. People are more ready to promote an institution from which they have already felt the benefit than to initiate a service with which they are unacquainted. It is therefore easier to secure a new and adequate branch building in a community which has been served by a temporary branch than to raise funds for a building in a neighborhood without previous library service. The organization of any such project requires a study of campaign procedure (Chapters 29 and 30). Publicity must be kept running constantly in all the available newspapers. In the Tacoma branch site campaign, the following news headings and dodgers were used:

**What the Public Library Is Doing—The Outlook for Branch Buildings**  
**The People Who Use the Library and the Needs It Satisfies—Plans for Development—Four Districts Should Have Branches, Which There Is Hope of Securing.**



**MAP SHOWING DISTRICTS WHICH NEED BRANCH LIBRARY BUILDINGS**  
 The map shows the four districts in which the library is planning to build new branch buildings. The districts are outlined in black. The map is titled 'MAP SHOWING DISTRICTS WHICH NEED BRANCH LIBRARY BUILDINGS'.



**BRANCH LIBRARY BUILDING IN SEATTLE**  
 This is a picture of a new branch library building in Seattle. It is a modern, single-story building with large windows and a flat roof. The building is located in a neighborhood that has been served by a temporary branch.



**AUDITORIUM IN A BRANCH LIBRARY IN CINCINNATI**  
 This is a picture of the auditorium in a branch library building in Cincinnati. The auditorium is large and has rows of seats. It is used for various library activities, including lectures and performances.

Fig. 152—Reprint of story from Sunday newspaper. Map serves to interest people in the different sections. Pictures visualize what a new building would mean to them. Auditorium picture especially useful, as few taxpayers who have never seen branch buildings realize that they are also community centers. (These points further brought out in the text.) 10,000 copies of this reprint were distributed in the four sections. As a result, campaigns were undertaken by residents of two of the sections to raise funds for the purchase of the sites.



SEEK FUNDS FOR BRANCH LIBRARY. Will start drive to get money for building site.

COME! COME! A Branch Library for 26th & Proctor. Mass Meeting at Washington School, Tuesday Evening, June 1st at 8:15 P.M. Bishop Keator and Librarian Kaiser and others will talk about it and tell how we can get it. YOU ARE NEEDED. COME! (Printed circular)

NORTH ENDERS WANT LIBRARY

TO RAISE FUNDS FOR NEW LIBRARY. North end citizens will hold mass meeting tonight to launch project.

MODEL OF BRANCH LIBRARY URGED FOR THE NORTH END. (Picture of a Denver branch) "Above is a replica of the branch library which will be built at North 25th and Adams streets if the residents in the immediate vicinity succeed in raising sufficient funds to buy the ground, and the library board prevails on the Carnegie Corporation Fund to appropriate \$40,000 for the erection of the building."

TO ASK PLEDGES THIS WEEK FOR BRANCH LIBRARY.

KAISER TELLS OF NORTH END SITE. Says library board favors 26th and Adams Street location for branch.

FINAL BRANCH LIBRARY MEETING. Washington School Basement, Wednesday Evening, Sept. 15th, 8:15 P.M. Come and hear what is about to happen. VERY IMPORTANT. (Slip)

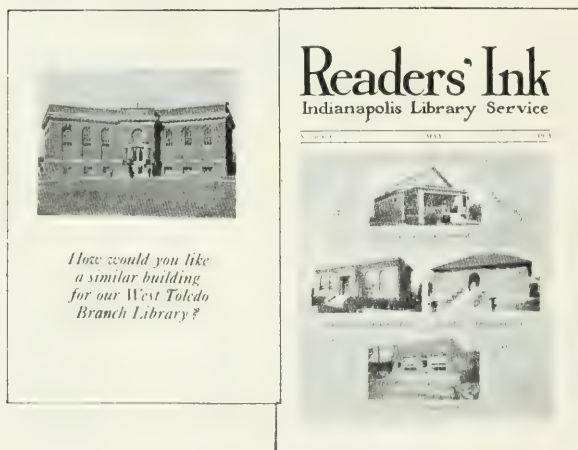


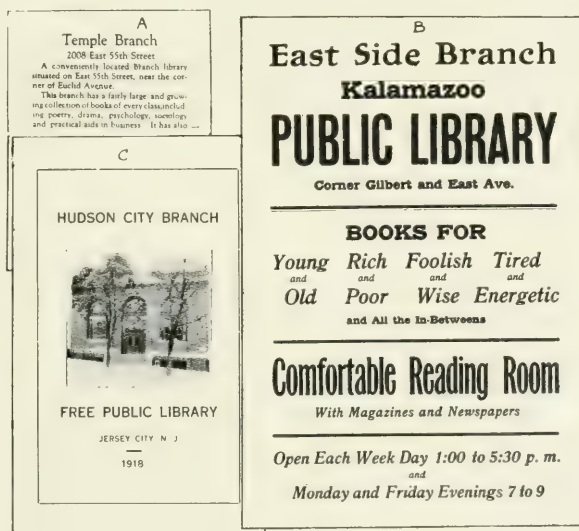
Fig. 153 — (a) An 8-page circular to arouse ambition in one section by showing a branch library and its attractions in another section, or city. (b) A 4-page library bulletin devoted to description of branch system. Note value of illustrations on front page. Back page given up to general library items and humorous stories about books.

TO TALK LIBRARY FOR NORTH END. Residents will hold meeting tonight in school building.

TRUSTEES GIVEN DEED FOR BRANCH LIBRARY GROUND. Appeal to Carnegie Foundation to erect building is renewed.

**Central preparation of material.** The branch librarian in a large city has the same attitude toward publicity as the busy librarian in a country town: she is occupied with other things or, more often, lacks confidence to prepare publicity. In several cities the plan has been developed of having the central office prepare many articles to be sent out to the branches for release; book lists are sent along with the books themselves and then given out from the branch. One of Miss Lemon's letters to Indianapolis branch librarians is so full of ideas that it is

Fig. 154—Samples of branch circulars. Cleveland, small slip upper left; Jersey City, showing cover illustration; Kalamazoo, showing suggestive wording. In each case these set-ups were used with changed imprints for several branches at one printing.



reproduced here. One set of books can be sent to a branch for three or four months and when it is moved to the next branch, the same book list can be distributed from there. General publicity about the branches as a whole will also be prepared

November 12, 1921.

Dear Branch Libraries:

Here comes that branch letter again.

When a survey of the Branches is taken, one of the questions that is asked is, "How much do you advertise?" I shouldn't be surprised if St. Peter asked it at the Golden Gate. Don't tell St. Peter there wasn't anything to write about. He would laugh at you. So long as there are books and people, reading contests, holidays for closing, story hours, librarians going and coming, exhibits, new posters and decorations, the sayings of children, there is something to write about. You ought to read the big yarn Dorothy Krull or some one at that Branch made up about as stupid a thing as a newspaper file. Why, they made us believe it was a fat, brown fairy in the chimney corner that could answer anything under the sun. It was the best bit of publicity, to my mind, that any of us has done lately. Don't tell St. Peter either that you didn't have any paper in which to advertise. It would only amuse him. Look at the newspaper space that has to be filled each day and month in the three dailies. Some of it is certain to belong to you. Claim it. Send your news - and it must be news and up-to-date - to the City Editor News, Star or Times. Let me remind you of the Little Stories of Daily Life for interesting little sayings of children - only be sure no offense would be given. The "City News in Brief" often takes care of brief news about changes on staff or any innovations you may have started. Don't get yourself out of favor with a paper by sending in material that is too trifling. If one of your readers through his Library connections has done something unique, send in the story with his picture. But don't expect always to get the picture back, for editors are very absent-minded about such things. Use kodak pictures that are clear when possible.

We have less than two months this year to show what we can do. December papers are so filled with paid advertising that we must not depend on space at that time. November is the big month for circulation. And it should be for publicity. Find some collections in your neighborhood and have some exhibits. Aside from its attraction, it makes such a hit with the collector and all his aunts and uncles, and also gives you copy for the papers. Ask for a vote on one's favorite book. Folks like to sign their names. You will think of some ideas much better than these. Announce what you have up your sleeves and those faddists will answer. Shouldn't November see us sticking our noses into the papers at least 150 times, and couldn't 10 of those be each branch's contribution? We shall watch the papers.

Mary. Iyer Simon

Fig. 155

centrally. Printing costs for slips, dodgers, blotters, or folders, will be much reduced if material for a number of branches is run at one time, changing the imprints. Summaries of branch activities are printed every two or three years in the library bulletins of Indianapolis and Los Angeles. A paragraph or page in such a bulletin will attract the attention of residents of the respective sections, at the same time impressing them with the extent of the branch system as a whole.

### Window exhibits.

Branches often have show windows of their own, or are on such friendly terms with neighboring small stores that window publicity should be especially studied and used. Headquarters can plan posters, placards, and book displays to be moved from branch to branch. Show frequent exhibits, as Miss Lemon says, of curios, collections and other interesting items lent by friends.

### VILLAGE LIBRARY WORK

**Problems of the village librarian.** Although this book is full of suggestions which apply in city libraries, it is written with the village library very much in mind, and many of the suggestions and illustrations have been chosen accordingly. No one unfamiliar with small town and village libraries can understand the special

problems which they face. Opportunities are unlimited, but financial support is small, time is crowded, and much of it has to be devoted to buying and preparing books for use and to the mere handling of them over the loan desk. The village librarian is often tempted to feel that she can carry on little or no publicity. On the contrary, there are many types of publicity which can be managed with little expense of either time or money. It is the village librarian who has the privilege of knowing her community most thoroughly. No library work can be so effective as that in which the librarian knows the people, their daily work, their family interests, the ideas and ideals of the few small groups which have organized in every village in the country, whether church, secret society, Grange, community "boosters" club or any other. A librarian who knows her books and cares about getting them used is herself a publicity worker twenty-four hours of the day.

To make this book most useful, the following specific suggestions are made for village librarians.

**Village library campaigns.** The most useful campaign statement is that of the A. L. A. minimum requirement of \$1.00 per capita. Unless the library is receiving this it should attempt to tell its needs through the column of the nearest weekly newspaper, selecting the items from Chapter 14 that are appropriate and which make a good showing. If a real campaign is undertaken, Chapter 29 explains the preliminary steps and the campaign committee work. Call on the state library commission or the A. L. A. for help. They may have posters or other material which can be borrowed.

**Publicity every week.** Use the publicity calendar in Chapter 17 to get ideas. Call upon the ministers, school teachers, Boy Scouts, newspaper correspondents, and other friends, to help in carrying out the plans.

**Newspaper publicity.** As often as new books are received see that a news story is given them, especially if they have been donated. Occasionally write a paragraph about how some



person has got real benefit from an individual book. Describe the use of the library's books in the schools.

**Special printing.** The village librarian can rarely afford any printed lists or circulars. However, in some states she can take advantage of those published by the commission or state library. Every library has the advantage of excellent brief lists issued by the A. L. A. If necessary, borrow from the state some of the books to back up such lists when the remaining titles cannot be purchased. If there is a mimeograph or multigraph machine in the village or nearby town, it may be possible to get some work done on it as a donation.

**Posters.** Posters in a small town are given much more attention than in a large city. The librarian is busy, but she can get good posters made by older school pupils if she first outlines the ideas. Chapters 21 and 24 give suggestions on layouts and for lettering.

**Moving pictures.** If there is a movie theater which will occasionally run library slides, these slides should tell something of news interest instead of making a general statement about the library's books. Everyone knows there is a library. Tell something about it that is new to them.

**Exhibits.** Exhibits in a small town can be arranged with practically no expense, and are very successful. Some of the library supply companies sell small devices for showing one or two books, and also the printed cards to go with them. Large window exhibits can be shown through the courtesy of storekeepers. On such occasions the posters can be made in school contests, and there are many subjects such as manual training, basketry, nature study, etc., in which young people are interested, and for which they are glad to make or collect material, to be shown in the window along with the appropriate books.

**Pageants.** The village librarian can do great things in originating and leading in the production of some neighborhood pageant, old folk's concert, Grange picnic, etc. With the cooperation of the school or Grange leaders, and as suggested

in Chapter 28, it is easy to work up some section of the pageant or picnic which will advertise the library and its books.

**Getting help.** The foregoing suggestions show ways in which a village librarian can get help in her publicity plans. Most of all she should call upon the state library commission. These state agencies must embark in a large scale program in sending out publicity material of all sorts which the small libraries can borrow. The only way to get it is to keep demanding it.

## COUNTY LIBRARY WORK

**The campaign for establishment.** In nearly every case the interest of the librarian in the subject of publicity for county work arises in connection with the plans for establishing a county system. Before any such campaign can be undertaken, or in fact before the plans for establishment of a system have progressed very far, the librarian will have made a preliminary survey of the county, such as suggested in Chapter 10. By personal acquaintance and making himself known in these communities, he can secure the most valuable sort of publicity at



From MacGarr, *The rural community*. Courtesy of the Macmillan Co.

Fig. 156—Diagrams similar to these can be prepared for any county to show the facts as to book opportunities, as brought out by a study of statistics for the various towns.

the very start. Campaign publicity should be planned to reach every nook and corner. Therefore, having made, or while he is making a survey of the county, he will see that every organization, school, and even the influential families are provided with

publicity material, in addition to what can be had through the newspapers.

This whole matter is very fully covered by the excellent mimeographed pamphlet compiled by Mr. Spaulding, one section of which discusses organizing for the campaign and lists all the agencies that can be called upon for help. The most valuable part of the pamphlet is the variety of ready-made newspaper stories, which can be torn out and handed directly to the newspapers. These begin with the original proposal as announced to the public until the day before the question is to be settled either by popular vote or by action of the county officials.

**General circulars.** Whether during the campaign or after service is established, some time should be given to preparing one or two circulars to be distributed throughout the county. For the campaign there should be a brief page or slip, giving the main points, with a second circular, to contain four or eight pages and going into details, with as much space as possible

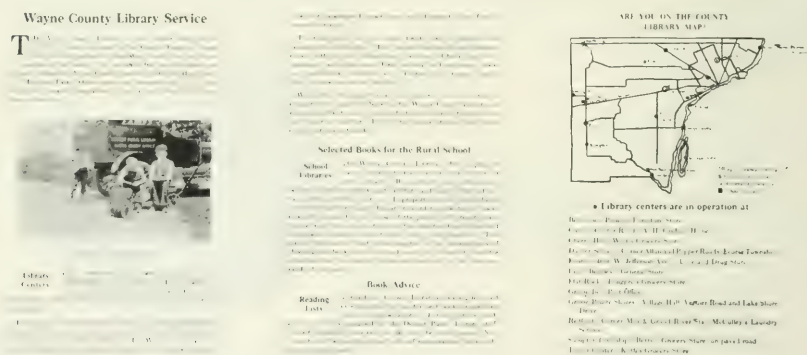


Fig. 157—Inside of 6-page circular, Detroit, describing service.

describing the kind of service that different sorts of people will get. The same principle holds in publicity for the service after its establishment. A cheap single slip can be printed in great quantities and distributed through school pupils or organizations, so that one will reach every house. The more expensive

four- or eight-page circular will be sent to selected persons—those who have the greatest influence in their communities, teachers, Grange officers, public officials, ministers, club women, etc. Every piece of county library publicity should carry at least one picture. Even if it is a slip, there should be a picture or a map on one side.

**Service maps.** All county residents like a map of the county showing the library service points, branches or stations. The county surveyor, engineer, or highway officer can probably furnish a black and white road map on which the points could be easily marked, and the whole photographed for a newspaper cut at an expense of not over five dollars. The nearest newspaper will be glad to run this and possibly will be willing to reprint the type for use as a large circular or dodger.

**The book wagon.** People who use books and believe in libraries will be much impressed with pictures and circulars describing the book automobile which may be planned or in use. It must not be overlooked that another part of the population, which cares nothing for books and may be sensitive about the increase in taxation or the number of tax-paid officials and workers, will be certain to criticize the idea of a traveling library. Whether this feature of the county work should be emphasized or even given much mention during a county campaign is seriously questioned by some library workers and friendly tax officials. After the establishment of a county book delivery system, posters should be provided, with a picture of the book truck and blank space left for the date when it will visit each station. These posters should be sent out in advance and tacked up in a number of prominent places.

**Book lists.** In a large county system, a duplicating machine can be kept busy in preparing lists of all sorts: (a) Copies of the invoices of new books sent out to each station. (b) Subject lists from the stock of books at county headquarters. All the various forms of book lists, their preparation and typography are discussed in Chapters 21 and 22. Nothing need be added here except the suggestion of sending out lists



on timely and appropriate subjects all the year round; in summer, the books which have to do with farm work; in winter, books on all sorts of recreational and cultural subjects.

*San Bernardino County*  
**SAN BERNARDINO COUNTY**  
**BOOKS FOR PLEASURE READING**  
**AS IMPORTANT TO HOUSEHOLDS**  
**AS THOSE OF HEAVIER SUBJECTS**

County Free Library Staff Arranges List of Reading That Covers Most Fictions of the Day, Including a Variety of Subjects of Especial Interest to Women.

(Edited by six members of the County Free Library Staff)

The interest that the people in the county show in improved home conditions and in matters relating to the home is indicated by the demand for books on that subject from the San Bernardino County Free Library.

Requests are received from a great many of the branches for books on the subjects of the care and feeding of children, budget-making in the home, on nutrition and on general home economics.

The County Free Library has many books on all these subjects, a list of which has been published in previous numbers of the Farm Bureau Visually. They may be obtained upon request from the nearest branch by express, without charge. Books for general pleasure, and

impossible situations created there-by. "Habbit," by Stephen Lewis, a narrative of the life of the middle-class American, will be sought after by those who enjoyed "Main Street." "Considered better by some than Mr. Lewis' earlier book by H. G. Wells, will be greeted with enthusiasm by those who desire information, but prefer it in a concise, abbreviated form. Readers who were interested in Mr. Wells' "Outline of History," will probably wish to read this book also. "Thomson's Outline of Science" is a comprehensive account of science and civilization from the earliest times up to the present day. Told in a popular and entertaining

*THE BIRM.*  
**TRAVELING LIBRARY, WITH PRETTY RED HEAD AT WHEEL, WILL MAKE ROUNDS THROUGH COUNTY**



**COUNTY LIBRARY FREE SERVICE**  
**BOOKS HERE**

Books Of Many Types Now Available For Remote Sections In Jefferson.

RAY LANE CARTER  
 Director of all books are going to find their way into the hands of the people.

**BETTER CITY HIGHWAY**

*San 26, 1915*  
*San Bernardino*  
*San Bernardino Daily Sun*  
**Traveling County Library Rounds Out First Year of Success; Big Field Covered**

To the book-lover and reader there can be no greater deprivation than suspension of libraries for recreational purposes from access to the form of recreation. To meet the necessities of the traveling or county library system is to provide a home where peace and knowledge are in the air, and where the mind is free to roam. The county library system is now in its first year of its existence, and the results are most gratifying. The traveling library, which is now in its first year of its existence, has covered a big field. The traveling library, which is now in its first year of its existence, has covered a big field. The traveling library, which is now in its first year of its existence, has covered a big field.

Fig. 158—How some counties cultivate the news possibilities.

**Newspaper publicity.** The county librarian will be acquainted with every newspaper, daily or weekly, which comes into any part of his territory, and will see to it that the papers are supplied with news items about the new books, changes, or developments in the service, new regulations, and especially interesting stories about the kind of books that people have asked for, or the valuable information that patrons have given for some particular project.

**Exhibits.** Inasmuch as the county system covers a large number of service points, which as a rule are unacquainted with each other, a traveling exhibit should be prepared to be sent

to each community and shown there for a few days at a time. Such exhibits may contain some books, posters, the map showing the county system, and other appropriate material, as suggested in Chapter 26. Elaborate exhibits will be prepared for county fairs, Pomona Grange meetings, farmers' institutes, and other important occasions. An effective and inexpensive



Fig. 159

device for such occasions is a large wall map. This can be built of two or three sheets of beaver board, the work done by Boy Scouts or manual training classes. After two coats of white paint, the mounted road map can be outlined in large size, either by lightly ruling the space into squares or by using a pantograph, and, if necessary, a professional painter can paint

in the roads and names of the towns. Kern County (Calif.) library had a map made with yellow threads leading out to community branches and distributing points, and blue threads to the schools served. A county library flag marked the central library and to its staff all the threads were fastened. Some current correspondence is being done on map cards. Photographs of headquarters and typical branches have been made, showing both interiors and exteriors.

#### COMMISSION WORK

Only four or five state commissions have as yet reached the efficiency point of going out after business. In Ohio the state library's lending service is widely advertised by posters at local libraries, placed on bulletin boards. Demands from the public have in several cases been the chief factor in compelling legislatures to give larger book funds to the traveling library departments of the state libraries.

**Traveling material.** Commission work is largely carried on for the benefit of the small libraries in the state. These libraries are seldom organized or financed so that they can do effective publicity by themselves. Every state commission, or whatever organization is carrying on extension work in the state, is in duty bound to create a collection of posters, placards, multi-graphed or printed lists, and other publicity devices, which can be sent out to the small libraries without waiting even for their requests. Advertise the advertising; tell the village librarian that the state commission is equipped to send out the material described, and invite a request, or send it to the village librarian with nothing more than a notification of its arrival. Publicity material should be accompanied by instructions as to how to use it and set it up. Special care must be taken to encourage local librarians to distribute book lists outside the library building instead of piling them on a counter or in a cupboard. If the state library commissions now in existence would organize this work and carry it out on an adequate scale, they could help to change the public's attitude and indifference to village libraries within a brief period.

## APPENDIX: THIRTY-ONE CAMPAIGNS

(See page 341 for explanatory note.)

Atlanta appropriation increase, 1920	Portland (Oregon) book drive, 1921
Birmingham bond issue, 1922	San Diego building extension bonds, 1923
Cleveland building bond issue, 1912	St. Louis tax levies, 1893
Cleveland additional building fund, 1921	St. Louis tax levies, 1897
Dayton tax levy, 1920	St. Louis tax levies, 1898
Des Moines tax increases, 1921	St. Louis tax levies, 1901
Evanston (Illinois) popular subscription, 1921	Tacoma branch site fund, 1920
Highland Park (Michigan) building bonds, 1924	Tacoma appropriation, 1923
Houston tax levy, 1921	Toledo Library Week, 1916
Indianapolis appeal for books, 1921	Toledo tax levy campaigns, 1917
Los Angeles tax levy, 1918	Toledo tax levy campaigns, 1918
Los Angeles building, 1921	Toledo Ad Club campaign, 1920
Los Angeles building site, 1923	Waco Library Week, 1917
Memphis building addition bonds, 1923	Williamsport tax levy, 1920
Minneapolis tax limit, 1921	Youngstown tax levy, 1920
	Youngstown Public Square location, 1923

## SUMMARIES

**Atlanta appropriation increase, 1920.** In the summer the trustees requested council to appropriate \$67,515, compared with \$46,790 for 1920. The campaign came to a head in December. All three newspapers gave unlimited space. Interviews with prominent citizens and club leaders were especially featured in the papers. Columns of space were devoted to them, in spite of much duplication of subject matter, which in some cities would have made it impossible to get so much space. Federation of Women's Clubs and Parent-Teacher Council organized a joint committee, which took the lead. Resolutions of endorsement were passed by all organizations. Petitions were circulated. Committees were appointed to interview the individual members of council's finance committee before the public hearing which was attended by over 150 prominent people, few of whom were connected with the library. The budget granted was \$65,000. No printed account of this campaign.

**Birmingham building bond issue, 1922.\*** City officials, in May, organized a campaign for bond issues amounting to \$7,000,000, and a three-mill increase in taxation. Of the total, \$5,000,000 was for schools, \$750,000 each for playgrounds and public library, and \$500,000 for auditorium. This unusual campaign came to grief by the overwhelming size of the burden. Heavy opposition developed almost immediately. One newspaper opposed it. Its leaders organized into committees, prepared circulars and newspaper advertisements, secured interviews and statements, and killed the project. Many of those opposing the bonds as a whole were favorable to the library as a separate item, and it was felt that after a year or two the library would be able to carry its own project. An interesting feature of the campaign was the attention given to the character and ability of the different boards, due to the voters' fear that the money would not be economically expended. Many newspaper articles were devoted to listing and describing the ability and qualities

\*Since going to press, word has come that the second Birmingham building campaign was successful although the amount voted was \$650,000—\$100,000 less than the sum originally requested.



of individual members of the library board, board of education and city commission. That library officials had called into consultation many of the country's leading architects and librarians was brought out in newspaper stories, but not sufficiently in library's own circulars. Opposition developed against use of the schools for propaganda purposes. In paid newspaper space the following paragraphs occurred: "For the first time the schools were actively dragged into politics. Children, sent to classes to be taught their lessons, have been constantly filled with propaganda and subjected to arguments to convince them that, should their parents vote contrary to the desires of the school board, they were slackers and enemies of their own flesh and blood. School buildings were used as speaking places by one side while their use was flatly refused to the other." (Material at A. L. A. Headquarters.)

**Cleveland building bond issue, 1912.** The library board decided, April 4, to ask for a vote on May 21 for \$2,000,000 for a central building. The vote on the library bonds was 17,795 yes; 16,318 no. Other financial issues voted on at the same time were \$1,100,000 for school purposes (buildings, sites, playgrounds)—successful for first two items, defeated in third; \$900,000 for street extension—defeated. The expense of this campaign was approximately \$462.78, met by the Library. (No printed account.)

**Cleveland additional building fund, 1921.** September 23, 1921, the library trustees took action to include at the November election the question of bonds for an additional \$2,000,000 to proceed with the central library building. At election, November 8, the vote was 80,843 yes; 60,089 no. Five other financial ballots were voted on at this same time—three carried and two failed. Expense of the campaign was approximately \$800, paid by the library with exception of a few contributions. This does not include cost of printing ballots, which Board of Elections charged to library. A very intensive and highly organized plan was called for, due to the facts that Cleveland had already bonded itself for \$2,000,000 for this same building; that it was near the limit of its bonded indebtedness; that national financial depression was seriously felt there; and that the seven candidates for mayor were all campaigning on a platform of cutting public expenditures. The complete schedule of activities is reprinted here as typical of what any campaign plan should include, and a variety of the publicity samples are also reproduced here. (See also chapters 18 and 30, and L. J. Nov. 15, 1921. A scrap book containing all material is available from A. L. A. Headquarters.)

### THE CLEVELAND PUBLIC LIBRARY BOND ISSUE

Library branches keep card lists of all organizations in their districts, with names of officers or members to be reached. These were followed up for whatever cooperation they would give.

Public schools were asked to cooperate so far as they could.

Community centers and all meetings of adults in school buildings were reached. All churches were asked to read letter from pulpit and put notices in bulletins. The Federation of Churches was addressed at a big meeting. The Chancellor of the Diocese gave permission to use his name in letter to Catholic churches.

Business, social and other clubs, societies, lodges, unions, etc., were reached through their bulletins, meetings, etc. A special letter asking for endorsement and support was sent them from the Library office, with copy to branches for information in following up.

Cooperation of all merchants and store-keepers asked for in any way they could give it. Many thousand circulars distributed by store-keepers and 10,000 window-cards used.

Special appeal made to their employees, through business firms where there are library stations, and others.

Slides or films shown in the moving-picture houses for a week before election.

Classes in public speaking at the University, Y. M. C. A., etc., furnished with sample speech on Library Bonds, for practice work. These classes at the Advertising Club and at the University furnished volunteer speakers for many meetings.

Newspapers, neighborhood and school papers, house-organs, and all other Cleveland publications, furnished with "copy," and cooperation of editors, feature writers and reporters obtained.

Foreign-language newspapers, churches and societies were reached by a special committee.

Over 350,000 leaflets and dodgers printed, and distributed with library books, in packages, at meetings, etc.

Volunteers utilized in all ways that could be devised. Among organizations, the Recreation Council, the women's study clubs, the Camp Fire Girls and the Boy Scouts were particularly helpful.

Letters were written to selected lists of several thousand individuals whose cooperation was wanted in various ways.

Window exhibits arranged in many banks and stores.

Speakers booked for every meeting of every organization which could be asked and would give the time; talks varied from 5 to 30 minutes. Cloth runners 16 feet long on library branches and several on site of main building. Runners on several other buildings, and on library machines.

Windshield stickers distributed for automobiles.

House to house canvass in many neighborhoods. Dodgers distributed to crowds boarding street cars at the Public Square and other down-town terminals.

Library staff endeavored to "sell" the idea that Cleveland must have a Main Library *now* to every adult talked to in and out of the Library, and to ask every friend of the Library to do the same. (Practically all the objections encountered were on the ground of high taxes and hard times.)

A donated truck toured the city during the last week, decorated as a float, carrying an immense book printed with slogans in giant type which he who ran might read.

Many individual "objectors" not convinced by staff members were written to by the Librarian, or, in a few special cases, by a trustee. Finally, on election day, the staff and volunteer helpers manned the polls during the busiest hours, to speak a last word and distribute sample ballots, as the Board of Elections had provided a ballot with wording unfortunately obscure.

#### **Mimeographed preliminary instructions.**

A set of mimeographed preliminary instructions was sent to each staff member twenty-eight days before election. As this contains so many valuable suggestions and shows the distribution of work in the early stage of the campaign, it is reprinted in full.

#### **BOND ISSUE CAMPAIGN**

The Library Board has asked that a Bond Issue of \$2,000,000 be voted upon at the coming election on November 8, the proceeds from selling these bonds to be devoted to the New Library Building. There is just a month to conduct the campaign so, in the words of a Board member: "Let the staff go to it."

Each Branch is requested to study its own neighborhood and map out the most effective campaign. Branches can follow the trails of previous campaigns to a great extent, but this campaign must be the most intensive and far-reaching of any yet undertaken.

Definite instructions will be issued after the Board Meeting on Monday, October 10, but some general instructions and information follow.

**Registering and voting.** Every staff member will wish to be in a position to vote and will, therefore, need to register. *Coming registration days* are October 13, 21 and 22. Persons out of the city on all the regular registration days may go to the Board of Elections on the day before Election (November 7) and get a special permit to register.

**Residence Qualifications to vote in Ohio. Voter:**

Must have lived in the state *one year*.

Must have lived in the county thirty days.

Must have lived in the ward for twenty days just preceding the election.

**However** if a voter has made a bona fide removal from one village to another in the same county or from one part of the city to another within that preceding twenty days, but can prove that he has spent the night previous to election in the precinct where he desires to vote, he will be allowed to cast his vote in that precinct.

**Campaign literature.** Three pieces of literature will probably be furnished for general distribution: A tri-part folder with cuts of the proposed Main Library and the old library at School Headquarters, corner of Euclid and East Ninth; a one-faced or two-faced small dodger, which possibly can be distributed throughout the schools; probably a printed poster; however, every staff member who knows anyone who can design, letter, or do cartoon work is urged to enlist their services to make special posters for the campaign. We cannot have too many striking and original posters. It is planned to ask Mr. Bailey and Mr. Jones to allow art classes of the Art School and public schools to have poster designing for this campaign as a problem.

**Distribution of literature.** All printed literature will be distributed through the Order Department. All requisitions for additional material should be made to that department.

**Contacts, including churches, newspapers, speakers and club organs and bulletins.**

Many of the contacts for the General Campaign will be arranged for by Mr. Schneider who has been lent by the Recreation Survey to devote from one-third to one-half his time to publicity work for this campaign.

**Churches:**

Mr. Schneider will arrange with Mr. Wright of the Federated Churches and the new Catholic bishop, that a letter be distributed to the clergymen of all the churches to be read from their pulpits on October 23. Staff members will see to supplying notes for the bulletins of the various churches in their neighborhoods, or of which they are members.

**Newspapers:**

Mr. Schneider and others will make the connection with the general *newspapers*, Mr. Carl Lorenz with the German newspapers and Mrs. Ledbetter with the Polish and Bohemian publications.

**Speakers:**

Mr. Schneider will arrange for speakers to present the issue before all the larger organizations of the city, but staff members must overcome any diffidence and prepare to make their plea to local organizations. Mrs. Ledbetter will arrange that speakers be allowed to come before the Sunday evening dramatic clubs of her neighborhood provided the speakers are furnished. She asks for men with good big voices.

Miss Haupt is attending a class in public speaking at the University and will try to arrange that members of this class speak for the campaign as practice work. This is suggestive for using other such classes.

Mr. A. A. Stearns, Vice-President of the Library Board, will act as chairman of a special campaign committee and will do some speaking, notably at the Women's City Club, Wednesday, October 26, at 12, noon.

**Library clubs, outside clubs, local organizations and institutions:**

All Library clubs and classes, both adult and juvenile, should be reached both by literature and speakers: all local clubs and organizations (all lodges, especially, should be reached by speakers); all neighborhood institutions, such as hospitals, fire houses, etc. In addressing most of these neighborhood agencies the personality of the Librarian would carry more weight than a stranger's. She and her work mean something to almost everyone.

**Club organs and bulletins:** Mr. Schneider will endeavor to arrange that a plea for the Bond Issue be made in club periodicals or be enclosed with their bulletins and other literature distributed to membership.

The League of Women Voters will make no recommendations, but will enclose a statement of the issue with their statements.

**Questions.** A set of questions which may be propounded to campaigners with the proper answers thereto will be distributed to the staff. Staff members are requested to send in at once any questions which they think of and are unable to answer, also any suggestions for campaign stunts.

Branches and schools will please send these suggestions through Miss Sargeant Smith and Miss Cutter.

**Campaigns in other cities.** Read in the *Library Journal* the account of the Los Angeles Bond Issue Campaign in the issue for September 1.

10-10-21.

**Dayton tax levy, 1920.** The board of education, having an insufficient appropriation, refused to certify the library budget as recommended by the library trustees. As the matter could not come to a vote of the public, a campaign was organized to arouse widespread interest and bring pressure to bear on the board of education and budget commission in order that the full amount asked might be granted. 13,000 citizens signed a petition. Favorable action resulted on September 14, the amount assigned being \$121,600, an increase of \$60,000. This campaign is interesting because the people could only express their action through the budget commission, rather than by direct vote. Those interested felt sure that the voters would have given a large majority, whereas the budget commission doubtless was slower to realize this. The newspaper comment during and after the campaign shows the care and success with which the campaign was carried on. (See *L. J.* Oct. 1, 1921.)

**Des Moines tax increase, 1921.** Doubling of appropriation was secured by personal work with each member of city council. A joint meeting was then planned and held at social club at lunch hour, library board entertaining the council members. Librarian had comparative statistics and an outline of what the library should do in the near future with a tentative budget. There was no dissenting voice at this meeting and some weeks later the library appropriation was passed at double the former figure. (No printed account found.)

**Evanston (Illinois) popular subscription, 1921.** By operation of Juul law, the library appropriation was cut one-third (\$10,000) which would have made necessary complete curtailment of all branch and station work. The library trustees carefully analyzed the situation and, with the help of publicity men, made a popular appeal and presented the library's needs to the public. A campaign to raise \$15,000 was undertaken by the Chamber of Commerce and twenty-five other organizations. The library trustees and staff supplied only the information to the workers. Among other interesting features was the house to house canvass, the large number of public meetings addressed, and the discussion in such unusual places as current events classes in churches, library day at the Woman's Club. The chief appeal in this campaign was to the sympathy of the people over the probable loss of service to all the residents of outlying sections—about 100,000 circulation per year. (Detailed statement in *L. J.* June 15, 1921.)

**Highland Park (Michigan) building bonds, March 5, 1924.** People voted 2,356 yes; 821 no, for \$500,000 for a new building. Full-page newspaper advertisement



cost \$140. Cards distributed for several weeks before election. On election day fliers were given out at all election booths. Talks before important clubs and churches. Member of commission sent out over a hundred personal letters. Campaign lasted five weeks.

**Houston tax levy, 1921.** In January, 1921, the trustees arranged to have a 0.25 mill tax voted on at the Democratic primaries, Feb. 9. There were thirty days for the campaign. "We conducted it quietly because we believed no possible opposition would have time to organize, and because attention was centered on mayoralty candidates." Handicapped by having library ballot on small separate sheet. "When we heard how they were presented by the officials at the polls, we felt real gratitude that our friends persisted in asking for their library ballots." Handicapped also by a misunderstanding as to property qualifications; "many people, including judges at the polls, construed that to mean real property." The vote was 8,102 yes; 4,312 no. Expenses of the campaign were \$74, met by contributions among the trustees. "We certainly did work those three days to get the necessary names and I am sure that this work of the library staff made the library a more living issue in Houston than it had ever been before. The public has now 'elected' us twice by generous majorities. The friends who supported us most warmly during the campaigns were friends made at the loan desk."

**Indianapolis appeal for books, 1921.** As a result of the Indianapolis appeal to the public for more books, more than 35,000 were obtained, plus nearly \$1,500 in cash contributions, in addition to many valuable miscellaneous items. A complete schedule or outline of procedure was made early in the year. One person was held responsible for each item. In addition to a great number of mimeographed circulars, and book lists going out for routine publicity during this same period, the library had a series of posters made in considerable quantities, largely by the art and high school classes of the city. Following are some of the wordings:

THIS IS THE TIME TO GIVE BOOKS AND MONEY TO YOUR PUBLIC LIBRARY. WHAT ARE YOU GIVING?

HAVE YOU IDLE BOOKS AT HOME? PUT THEM INTO SERVICE AT YOUR PUBLIC LIBRARY.

SHARE YOUR BOOKS WITH 61,000 LIBRARY PATRONS. STRIP YOUR SHELVES. TELL OTHERS TO GIVE BOOKS TO YOUR PUBLIC LIBRARY.

GIVE BOOKS—BUY BOOKS. Your PUBLIC LIBRARY needs BOOKS. It needs thousands more of them. Strip your bookshelves this week. GIVE books—BUY books for your Library. They will then reach 61,000 people. Leave your gifts at Ayres', Wasson's, Block's, Goldstein's, New York Store, W. K. Stewart's or any Library. Charles E. Rush, Librarian.

61,000 READERS SHOULD NOW BE 91,000!!!

BOOKS! BOOKS! Your Public Library Needs Books. Give Yours This Week, March 13-19.

SAY IT WITH BOOKS. YOUR BRANCH LIBRARY must have more BOOKS. It needs thousands more of them. Strip your bookshelves this week, GIVE books—BUY books for your Library. If your Library is to carry on, you must help. Give your books to school children or leave them at your Branch Library. Make YOUR BRANCH the BEST IN THE CITY. Charles E. Rush, Librarian.

YOUR PUBLIC LIBRARY NEEDS BOOKS.

YOUR PUBLIC LIBRARY DESPERATELY NEEDS BOOKS. THOUSANDS OF THEM. WE APPEAL TO YOU. GIVE YOUR OWN BOOKS. BUY NEW BOOKS. ASK YOUR NEIGHBOR TO GIVE. TELL EVERYBODY. IT'S YOUR LIBRARY. HELP MAKE IT THE BEST IN THE COUNTRY. Charles E. Rush, Librarian.

One of the most important items in the campaign was a carefully prepared multigraphed statement of "Fifty-seven Reasons Why the Indianapolis Public Library Needs Thousands of Books." This could be used in its complete form, but was actually used largely by cutting it into sections and giving out the appropriate ones for public speeches, newspaper stories, club women's programs, etc. (*L. J.* May 15, 1921; *P. L.* May 1921.)

**Los Angeles tax levy, 1918.** The people voted in November 1918 for increasing the tax levy from 0.4 to 0.5 of a mill, amounting to about \$50,000 annual increase. There were fourteen financial ballots voted on at the same time, only five of which carried. The vote for the library was 31,765 yes; 29,194 no. The campaign was organized by the library staff. Practically no public meetings were held on account of the flu epidemic which was a serious handicap to the campaign. Only 41 days were available for the campaign. Besides the epidemic and the war demands there was a marked business depression. Consequently the obstacles were unusually great. A chart prepared by Mr. Perry analyzed election returns and showed that in precincts having branch libraries, the vote was almost solid for increased appropriation. (*L. J.* Dec. 1918.)

**Los Angeles building, 1921.** Library directors, on April 1, 1921, asked city council to include on ballots for June 7 election the question of a \$2,500,000 bond issue for library building and site. This was in competition with the following additional financial issues: sewer bonds—\$12,250,000; viaduct bonds—\$1,000,000; fire and police bonds—\$1,250,000; water bonds—\$2,500,000, all of which were voted down. Harbor bonds for \$4,800,000 were voted. The library vote was 63,852 yes; 25,234 no. The campaign was organized and carried on by the library board and staff; scores of meetings were addressed by them and by volunteers; expenses, \$454, were paid by subscription. Besides several small printed slips similar to others shown in Chapters 29 and 30, this campaign was notable for the large number and variety of full-page mimeographed statements. These were resorted to for one reason because of the impossibility of holding public meetings. (*L. J.* Sept. 1, 1921. A. L. A. Headquarters has a scrapbook about the two Los Angeles campaigns.)

**Los Angeles building site, 1923.** Campaign for \$500,000, to purchase old buildings obstructing view of new library building. Interesting because the purpose was largely aesthetic, yet carried by a large vote. Moving picture slides were featured through the cooperation of all the managers, also two printed slips (shown at the end of this chapter), and a series of mimeographed letters and statements widely distributed. Slogans and verses were emphasized, contributed by many readers and school pupils, as well as library staff members. Following is the original

## Outline for Publicity Campaign

### 1. Newspaper publicity.

Five large city papers; Saturday night;  
Local papers covering different sections;  
School papers.

N.B. The newspaper publicity is to be concentrated for this campaign, the bulk of it appearing the three weeks preceding election.

Committee: Miss Horton, Chairman, and 14 members.

Committee on small sectional newspaper copy and distribution.  
(This phase of the work is very important.)

Miss Foote, Chairman, with five members.

N.B. Every member of the staff is expected to turn in at least one short newspaper article to the Chairman.

School Papers: Miss Maynard, Chairman. Selects her own Committee

**2. Business associations and department stores.**

Talks before Ad Club, Business Clubs and Associations, Chamber of Commerce, etc.

Department Store cooperation: enclosures in packages, windows, etc.

Notices in house organs.

Space in Sunday ads.

See that medical association encloses publicity slips with their monthly notices.

Mr. Pettingill, Chairman, and five members.

**3. Club committee.**

Mrs. Smith, Chairman, and five members.

Talks at different clubs; Mention on club programs; Mention by Presidents; Notice on bulletin board.

**4. Civic, social service and fraternal organizations.**

Mrs. Zahn, Chairman, and five members.

**5. Committee on talks and speakers.**

Mr. Monette.

Miss Kostomlatsky for the Central Library Chairman.

Miss Kennedy, Chairman of Branch Speeches and Speakers.

Sub-committee on Talks to School Children.

Miss Crowe, Chairman, to select her assistants.

**6. Church committee.**

Miss Walker, Chairman, and seven members.

To see that clergymen endorse the issue and that it has a place on bulletin boards and in the church notices.

**7. Letters.**

Miss Ott, Chairman, and six members.

Send out form letters explaining this great need to prominent educators, clergymen, lawyers, doctors, etc.

**8. Publicity among the foreign population.**

Miss Mackay, Chairman, to select her own Committee representing each nationality prominent in Los Angeles. This committee should consist of people outside the library who are leaders of their people, ministers of foreign birth and presidents of associations and clubs for foreign peoples. The chairman should notify the publicity director of their names, so that they may be published in the papers.

**9. Motion picture slides.**

Mrs. Case, Chairman, selects her own committee.

See that a simple slide is made and run at the different theaters.

**10. Publicity in the library.**

Miss Unterkircher, Chairman, and seven members.

Remind patrons to vote for Library bonds; Bulletin exhibits; Banners and posters; Slips placed in out-going books.

**11. Committee on distribution of printed matter.**

Miss Foye, Chairman, and four members.

**12. Committee on theater and menu programs.**

Miss McKown, Chairman, and six members.

**13. Band and truck with banners** to cover downtown section day before.

Mr. Read, Chairman; and Miss Caldwell.

**14. Committee on work at the polls.**

Miss Guiwits, Chairman; two other members; and all the junior attendants.

Copy and slogans will be supplied by the Publicity Department. All printed matter will be prepared first and the library poster and chart designed, and small billboards secured. The five big dailies will be covered by this department and editorials and cartoons obtained. Facts and figures will be sent to each member of the staff as a working basis for their articles and talks.

It will be necessary for the Chairman of each Committee to notify the members of his or her Committee officially in writing and meet with them.

The Publicity Department suggests that the Chairmen ask prominent friendly patrons of the library to sit with their committees.

**Memphis building addition bonds, 1923.** State legislation previously secured permitted popular election on \$150,000 bond issue for additions to main building, 75 per cent vote required. The campaign was largely centered around newspapers which were liberal with space for news and feature articles. Thousands of small book-marks (see Fig 144) were distributed everywhere—sent out with books, mailed and distributed through stores and organizations. The election booths were littered with them on voting day. "We should have stated on them that they were printed on the library multigraph. Some of the labor people objected that they did not have the union label." The funds were voted.

**Minneapolis tax limit, 1921.** City charter limit on school and library budgets having been reached, and the library confronting a deficit of \$15,000, the trustees curtailed library service beginning May 15. Charter commission submitted June 13, six amendments, one raising the library tax limit to two mills; another the school limit to twenty-two mills, 60 per cent vote required. A joint committee for school and library agreed on; the combination proved a good idea for these two carried and the other four issues failed. Representatives of Parent-Teacher and seventy-five other civic welfare and business organizations met April 29 and appointed a "Save the schools and libraries committee." A \$5,000 campaign fund raised by contributions averaging \$1 each. An interesting feature of this campaign was the headquarters. By good luck a vacant store was available for the month before the election. Space donated by owner. A department store decorated the walls and windows, and the campaign committee installed displays of all sorts. School pupils staged demonstrations consisting of placards giving arguments for the amendments. These were turned over one by one all day long in the windows. The library installed a station in another big display window, issuing and discharging books and carrying on full service from 9 A. M. to 9 P. M. A large map showed all branches, with "Some of these branches must close—which one will you close?" All branches that had already reduced service were indicated in blue; all those that had been closed were shown in black with small tags of crepe. Another map showed the foreign population served. Hostesses were supplied by various women's clubs. Speakers' bureau was organized and scores of meetings addressed and literature distributed. Newspaper interviews carried out on large scale with endorsements by leading citizens. Motion picture houses admitted fifty speakers on the last Saturday night. Business houses called meetings of employees to listen to speakers, or printed amendment slogans on their pay envelopes. One bank circularized all its depositors. Two newspapers folded in campaign dodgers when distributing their papers the Saturday night before



election. Gasoline stations distributed automobile stickers. 60,000 school children wrote letters to their parents, campaign songs, and essays for a prize; winning essays printed in the papers. The Friday preceding election a monster parade of school children marched in business district, 20,000 children marching and singing songs they had composed. Library section included twenty-five boy and girl scouts representing different occupations served by library. Each character carried a sign explaining his need of books, all headed by a big banner "the library serves all." One sign which occasioned much amusement was a huge tree with a tuft of green leaves at the top, all the branches painted black and lettered "REVIVE THESE DEAD BRANCHES." Street meetings and addresses from trucks. The newspaper publicity was handled by a paid expert. Sixty billboards were used; large signs, banners, and streamers; paid half-page advertisements. Hundreds of thousands of printed pieces were distributed during the campaign. The school vote gave 123,000 majority. The library limit was raised by 119,000 majority. (A brief statement of this campaign and reproduction of slip distributed in the schools given in *Library Journal*, Sept. 1, 1921; 4-page typewritten statement of details may be borrowed from A. L. A. Headquarters.)

**Portland (Oregon) book drive, 1921.** Advertising company effectively conducted publicity campaign at a cost to the library of \$400. Included newspaper advertising, billboard displays, a moving picture scenario, and street car cards. The kinds of books wanted were emphasized. Over 3,000 volumes received, 2,000 accessioned as desirable. "In reply to the question raised as to whether the tax levying bodies would not think they could lower the levy of libraries securing many books by gift, instances were cited to show that a campaign for books had sometimes emphasized the needs of the library in a way that brought increased support." (*L. J.* Nov. 15, 1922, p. 986.) (*P. L.* Nov. 1922, p. 559.)

**San Diego building extension bonds, 1923.** In March the trustees decided to place a bond issue on the ballots for election April 3—\$250,000 for two additional wings on main building, and for three branches. The annual burden would have been 5 per cent of \$250,000, added to the tax levy. The staff was organized into five committees: (1) newspapers and publications; (2) automobile placards and dodgers; (3) speakers; (4) posters and displays; (5) moving picture slides. The campaign would doubtless have been successful but for a strongly organized opposition from certain political groups. The issue lost by 205 votes, 7,513 yes; 3,519 no. A two-thirds majority was necessary. (Another issue, \$400,000 for water supply line, was carried.) Expenses, \$220, met by contributions from trustees and from the public (collected in deposit boxes). Thirty-six public addresses were made by trustees and staff. "One lesson which we learned from this failure was that the library staff was not, despite its best efforts, an effective political machine. Such a fight must be put through by precincts with a house to house canvass and must be started not one month but six months before election. Next time the work of the staff shall be to find a man or woman of some political knowledge in each of the 130 precincts of the city who will become responsible for organizing a committee to reach every voter in that precinct. Then the staff will apply itself to supplying printed and published information for these committee chairmen." (Letter from librarian.)

The committee on automobile cards had 5,000 orange placards 7 x 7, printed both sides, punched and wired on automobiles. There were four traveling exhibits—two on muslin-covered wooden frames 5 x 6 ft., all exhibits showing some contribution from every type of service in the library—picture collection, music, stereoscope, package library, children's books, arts and crafts, technology, magazine, house building, documents. Pictures and letters explained each article. Exhibits were shown in advance of the election in department stores, school-rooms, theater lobbies, bank windows. \$20 was spent on lantern slides, all the theater managers agreeing, but few showed the slides more than once or twice (the usual procedure!).

**St. Louis tax levies, 1893, 1897, 1898, 1901.** First, held April, 1893, for a tax of one-fifth mill on all taxable property in the city, to be used for the maintenance

of the library, which was to be removed from the control of the School Board and made free under a separate Board of Directors. The proposition passed by a vote of 30,235 to 6,168.

Second campaign, April, 1897, for an increase of one-fifth mill on the dollar for a period of five years to produce funds for a library building. The proposition defeated; 54,956 for, to 19,535 against, a two-thirds majority of all voters at the election being necessary to secure passage. Failure of voters to vote on the proposition was attributed as the cause of defeat.

Third, held November, 1898, on the same proposition as before, defeated by a vote of 43,424 for, to 26,742 against. Opposition to any increased taxation was given as the cause.

In April, 1901, the proposition was for a permanent increase of one-fifth mill, to be set aside from all taxes collected on all property in the city, to be used as a maintenance fund for a library system made possible by an offer of \$1,000,000 from Andrew Carnegie. This proposition passed by a vote of 74,626 to 10,264.

In the first and last campaigns a small amount of literature was distributed and all the press editorials were strongly in favor of the tax increase. In the campaigns of April, 1897, and November, 1898, over one hundred thousand pieces of campaign material were circulated through factories, large business houses and at the polls. Volunteer workers, including many school children, were stationed at all polling places to remind voters to vote "yes." All newspapers printed many favorable editorials and articles, all candidates for the important elective offices indorsed it and many ministers and prominent citizens in speeches urged the proposed increase. In the April 1901 campaign little was done by the library because public opinion was strongly in favor of accepting Carnegie gift.

The campaigns were managed by the library with the help of a campaign committee of citizens. The expenses, most of which were for printed material, were paid by the library and from a small fund donated by a few public-spirited citizens. There were no other financial questions voted on during these campaigns. (Foregoing prepared by Dr. Bostwick.)

**Tacoma branch site fund.** In June 1920, residents of the North End took up a subscription totaling \$3,500 to purchase a branch library site. On discovering that the Carnegie Corporation would not grant a building, the subscribers took an option on the property while awaiting pledges to be paid in. On October 4, funds had been paid in and a deed to the site was handed to the board of trustees. (*L. J.* Oct. 15, 1920; also Chapter 31, branch publicity.)

**Tacoma appropriation, 1923.** Decision as to amount of appropriation rested with council, but also controlled by mayor, whose idea of economy was to cut out library assistants and reduce salaries. Staff writer on Tacoma Ledger prepared unique series of ten signed front-page articles on the library, average length one and one-half columns. Some of these analyzed in Chapters 26 to 28. Trustees not a unit in presenting a strong front, causing some confusion in the public mind. Active campaign organized by civic organizations, through newspaper publicity. Civic leaders spoke at budget hearing.

Following are extracts from the newspaper report of an argument with the mayor:

"I do not like what you are doing up there in the library," answered the mayor. "Your salaries are altogether too high." He then produced a list of trained department heads and demanded that their salaries be cut down. "I don't believe it is necessary to have experienced people at a library. Anybody can pass out books. I could go up there and run the library myself if it were needed, and any clerk at city hall could do the same," was the mayor's retort . . .

"You can't convince me. We differ," said the mayor. "No training whatever is needed to run a library, for it is not an educational institution"—and the conversation was closed.

The final outcome was failure to increase appropriation or to reappoint the Board member who had led the campaign, and who had given 15 years' valued service.

**Toledo Library Week, 1916.** In March a publicity campaign was staged to concentrate interest on the library's service. It received nation-wide attention. Carried out and financed by a committee of the Toledo Commerce Club. (Described in detail in *P. L.* May 1916, p. 220.)

**Toledo tax levy campaigns, 1917 and 1918.** City council requested by library trustees in 1916 to submit to a popular vote the levy for 0.25 mill. Council refused because of legal difficulties and two unsuccessful popular votes on deficiency bond issues at preceding elections. In 1917 same request made and unanimously approved by council. November election, 19,063 yes; 20,466 no. The library's publicity week a year previous was depended on too largely to secure the votes and publicity work immediately preceding the election was insufficient. Third attempt made in 1918 through an active campaign. Measure was thoroughly understood, opening of branch libraries in the meantime had favorably stimulated sentiment and caused reversal of vote in every branch district. A detailed statement of votes by wards in the two years was given in the "Five year survey" of the Toledo Public Library, 1919. The levy effective for five years beginning 1920. Vote in 1918, 22,951 yes; 10,954 no. (*P. L.* Dec. 1918.)

**Toledo Ad Club campaign, 1920.** An important example of intensive attempt to reach personally the members of a special group of business men and list them as borrowers and give them personal service. (*L. J.* Mar. 1, 1920.)

**Waco Library Week, 1917.** The librarian persuaded the Waco Advertising Club to undertake a publicity campaign. Readers were invited to send in letters about their service from the library. These were printed in the newspapers. Prizes were given for the best slogan, the best window display, the best poster, during the week. Prizes were donated by the men's clubs and business firms. In four blocks 32 window displays were exhibited, each containing merchandise displays by the firm with books relating to the merchandise. Special transfers, printed free, distributed by the street car company, allowed a stop-over at the library. A large moving picture machine was given to the child who best dramatized a book that had been filmed. A complete set of material used for this campaign is on file at A. L. A. Headquarters. (*L. J.* April 1919.)

**Williamsport (Pennsylvania) tax levy, 1920.** The James V. Brown library, whose building and partial endowment had been bequeathed, found itself insufficiently supported as to annual operating revenue. Up to 1920 no annual tax levy had been made for library purposes, and city councils for several years had refused to appropriate anything. Library trustees secured necessary signatures to a petition (according to state law) to compel council to put the matter of a 0.2 mill levy to a vote. A committee was organized, representing 31 local organizations and divided into: Speakers' Bureau; Merchants' Committee; Movie Committee; Ministerial Association; Public Schools; Printed Publicity Committee; Boy Scout Committee (for election day). The vote was 4,877 yes; 1,535 no.

**Youngstown tax levy, 1920.** After two years' consideration, the trustees, on February 5, 1920, authorized arrangements for a popular vote on the library tax levy at the August primaries. While city solicitor was preparing resolution for council's adoption (and investigating legal difficulties), endorsement was secured from Federation of Women's Clubs, Central Labor Union, Rotary, and other organizations. In the meantime, city officials decided to place a municipal tax levy on the August primary ballots. They asked the library to postpone its vote until November election and assist the city in the municipal tax campaign for August, with the understanding that council, in exchange, would vote the resolution to submit the library levy to popular vote. Council voted this permission June 14. The city tax levy was voted down and the library then found itself in competition with both the city and the school board for tax votes at the November election. A single committee organized (see Chapter 29). The vote was 15,487 yes;

12,656 no. The school levy passed by a few hundred votes; the city levy lost again. Expenses for printing amounted to about \$80, paid out of regular funds. Most of the printing was contributed but not the 4-page circular, which probably had most effect. 40,000 copies were distributed.

**Youngstown Public Square location, 1923.** Permissive legislation secured by aid of State Librarian. Trustees authorized drawings of small, white tile, distributing branch library to be located on the Public Square in the heart of traffic, hoping that building could be financed by gifts of labor, material and cash. Chief difficulty lay in public opinion about the general use of the Public Square area, particularly its possible early clearing and paving for traffic purposes. Many citizens preferred to keep present semi-circular lawns, one ornamented by a Civil War monument and the other by an old iron fountain, fallen into disuse. Majority favored clearing for traffic but this had been delayed many years due to lack of public funds and failure to agree on definite plan. Library proposed, without expense to taxpayers, to remove fountain and erect, in the 40-foot circle, on a heavy steel base, a beautiful building which could be moved for traffic changes. Those acquainted with the plan felt strongly that it was a thoroughly good one, beautifying the central square, rendering service to the public and providing for future changes.

Much personal work done by interviews with leaders before any news given out. In this, the attractive drawings from the architect were most helpful. Some assurance received informally as to possible donations. One or two city councilmen convinced. Project submitted to and endorsed by City Planning Commission, Rotary Club, directors of Women's Club League, American Legion, and Carpenters' Union, within the space of three days. Each councilman given a copy of a statement covering the pros and cons. The City Solicitor prepared necessary legislation in advance, copy handed to councilmen. During these three days the endorsements were reported in the papers, also twelve favorable signed interviews by prominent citizens. Council's public improvements and library committees having signed a favorable report (except one man out of six), a friendly councilman moved passage of resolution under suspension of the rules (a usual procedure) and legislation passed; 14 ayes, 1 nay. Two letters of protest from merchants read before roll call.

In this resolution, library agreed to remove building at its own expense at any time, on sixty days' notice. Work then pushed on finishing plans, ordering terra cotta tile, and securing donations of labor and materials. During ten weeks while tile was being made, a period of quiet; nothing said. Ready to begin on Monday, October 8, 1923; the day preceding, illustrated front-page article in Sunday paper under heading, "To Beautify Square Until Traffic Changes Come." This, with architect's drawing, shown on glass bulletin board for passers-by.

While some questioned or objected, no public opposition made. Library patrons anxious for it to be put through. Two threatened injunctions detected, leaders interviewed, and their plans called off, as both were based on errors; one as to deed giving this space to the city a century before.

News stories run frequently as possible, about progress, donations, and expected use. Chief difficulty was public opinion, and chief effort was to keep in touch with and guide it. Many misunderstandings traced and taken care of. The library officials were assured of the worth of the project by the favorable attitude which developed on completion, and the subsequent unanimous report of citizen's traffic committee that "clearing the square" would not help traffic problems.



# BIBLIOGRAPHY

## PART ONE. THE COMMUNITY BACKGROUND

### CHAPTER I.

#### THE LIBRARIAN AND HIS COMMUNITY

Bolton, C. K. The ethics of librarianship: A proposal for a revised code, *Ann. Amer. Acad.*, 101: 138-146, My 22. Reprinted in *L. J.* 47:549-550, Je 15 22

### CHAPTER II.

#### THE COMMUNITY STUDY AS A BASIS FOR BETTER SERVICE

#### 1. REFERENCES USEFUL IN INTERPRETING LOCAL CONDITIONS

##### URBAN

Cincinnati Chamber of Commerce. The citizens book. 242p. 1916.

As yet no printed general account of a city's life goes further into the particular facts with which the library's work can connect.

Newark Public Library. Civic leaflets.

These suggest the library's opportunity to lead in the collection and presentation (not preservation) of local material.

##### RURAL

Douglass, H. P. The little town, especially in its rural relationships. 268p. 1919. Macmillan. \$1.75.

Especially recommended to the new library worker in a village. Based on wide reading and with appreciation of the villager's point of view. Outline of geographical and other factors in organizing service.

Galpin, C. J. Rural life. 386p. 1918. Century, \$3.

The most interesting general study, with many illustrations and accounts of actual accomplishment. Has the assurance of one who has initiated improvements that were acceptable to country people. Presents many avenues for librarian's approach to her community. A more recent treatment, *Rural social problems*, in press. 250p. Century, \$2.

U. S. Post Office Department. Maps showing rural delivery service in various counties.

A broadside list issued irregularly, showing counties that have been mapped to show rural deliveries. The maps may be obtained for 35 cents each (cash or money order, not stamps) from the Disbursing Clerk, Post Office Department, Washington, D. C.

#### 2. REFERENCES ON SOCIAL SURVEYS OF INTEREST TO LIBRARIANS

##### GENERAL

Aronovici, Carol. The social survey. 255p. 1916. Harper, \$1.25.

Byington, M. F. What social workers should know about their own communities; an outline. 4th edition. 66p. 1924. Russell Sage Foundation, 25c.

- Curtis, F. R. The collection of social survey material. 15p. 1915. A. L. A.  
 Schedule of topics for collection of local data to be preserved at the library, without consideration of its interpretation by the library as a basis for its own work.
- Harrison, S. M. Community action through social surveys. 29p. 1916. Russell Sage Foundation.  
 Securing results from the work invested in a survey.
- Potter, Z. L. Bibliography of social surveys. 16p. 1915. Russell Sage Foundation.  
 Needs to be supplemented by recent material. A bibliography on school surveys issued by U. S. Bureau of Education (Library Leaflet 12) reveals the almost complete overlooking of the library, school or public, as an adjunct of the schools.
- Taylor, C. C. The social survey, its history and methods. 91p. 1919. Univ. of Mo.  
 Study of the development of the survey idea.

## U R B A N

- Cleveland Recreation Survey reports. 1919-1920. Cleveland Foundation.  
 Seven small, attractive volumes, thorough and illuminating. "School work and spare time," and "Wholesome citizens and spare time," show the possibilities for work with children and adults; while "Public provision for recreation" analyzes this aspect of the library's service to both adults and children.
- The Springfield (Ill.) Survey; a study of social conditions in an American city. v. 3 (Summary volume) 439p. 1920. Russell Sage Foundation.  
 The latest of the important surveys of cities. The local library's work receives a half page reference!

## R U R A L

- Boyd, J. D. Community life in Lane County. Commonwealth in Review of Univ. of Oregon. p. 32-64. Ap-Jl 20.
- Galpin, C. J. Method of making a survey of a rural community. 11p. 1912. Univ. of Wis. Agr. Exp. Sta. Circ. 29.
- Galpin, C. J. The social anatomy of an agricultural community. 34p. 1915. Univ. of Wis. Agr. Exp. Sta. Research Bul. 34.  
 Shows "zones" of trading, church, school and other influences in a county. Valuable as parallels to library service areas.
- Wilson, W. H. Rural survey of Tulare County, California. 116p. 1915. Presbyterian Board of Home Missions.
- Sanderson, Dwight, and Thompson, W. S. The social areas of Otsego County. 39p. Jl 23. Cornell Univ. Agr. Exp. Sta. Bul. 422.  
 The latest study. Shows recent progress of neighborhood surveying.

3. *LIBRARY-COMMUNITY SURVEYS.*

(For list of library surveys, see end of Chapter 13.)

As yet (April 1924), there appears to be nothing in print in the way of a systematic general study of a community from the library point of view

or of a library from the community point of view, although much has been done by many libraries for their own use, as outlined in

## DISCUSSION OF METHODS

Stults, J. M. The use of social surveys for library purposes; graduation thesis. 11p., typewritten. 1917. N. Y. Public Library School.

An important study of this subject, including general principles; a brief account of methods and results digested from a questionnaire sent to 138 libraries; a bibliography, and an outline of topics (from Minneapolis) for surveys of branch neighborhoods.

Johnston, W. D. Social surveys by libraries. *A. L. A. Bul.* 9: 23-25. Ja 15.

Useful summary of some general considerations affecting the usefulness of surveys.

Black, M. J. L. A town survey in theory and practice. Ontario Library Assoc. Proc. p. 72-80. 1915.

A stimulating account of the planning and completion of a survey for library service, with many comments and suggestions.

Stingley, Grace. Studying a community in order to render better library service. *Indiana Library Occurrent.* 5:156-162. Ap. 19.

Extensive schedule of topics and questions to be considered, carefully arranged under general headings and with brief comments.

Wynkoop, Asa. What the librarian should know of the community served. Adapting the library to the community. Live register of borrowers; why needed, how kept. In outlines for library institutes, 1924. p. 3-7. N. Y. State Library, Mr. 1924.

## TYPICAL SURVEYS

Frank, Mary and Carr, J. F. Exploring a neighborhood. *Century* 98:375-90 Jl 19. Same, 38p. paper. 1919. Immigrant Pub. Soc. 15c.

Rose, Ernestine. Bridging the gulf. 32p. 1917. Immigrant Pub. Soc.

Solis-Cohen, L. M. Library work in the Brooklyn Ghetto. *L. J.* 33:485-8D 1908.

Three inspiring studies of foreign-born branch communities. "Of necessity the vital facts had to be matters of personal experience. We were eager to know our people as they really are." The article by Mr. Solis-Cohen reports what appears to be the first intensive survey of a library community.

New York Public Library School. Students' theses (typewritten). (See also the first item, Stults, in this section.)

Johnston, F. B. The study of a city neighborhood as a basis for branch library administration. 17p. 1914.

McClelland, Maud. The administration of a branch library; a working analysis applied to the 125th Street, New York, branch and district. 22p. 1916.

Osborn, M. L. Study of a town and its problems in a given community. 20p. 1915.

Simpson, Ray. A study of the Aguilar branch district (New York). 15p. 1915.

Spaulding, F. B. The study of a city neighborhood as a basis for branch administration. 15p. 1914.

Westover, Frances. The administration of a branch library; cooperation.

These are all brief studies as compared with the detailed surveys of the N. Y. State Library School students, but arrive at similar conclusions.

- New York State Library School. Students' community studies (typewritten).  
 Dorrance, Frances. County library for Luzerne County, Pa. 144 p. 44 plates. maps. 1918.  
 The most thorough stock-taking of all the elements that would affect library service, with recommended organization and budget statistics of some items (e. g. correctional agencies) overdone, but in general a fine article.  
 Topping, E. R. Survey of Troy from a library standpoint. 124p. 1920.  
 Slomann, P. E. V. Albany and a criticism of its libraries; a community study. 121p. 1914.  
 Hall, A. G. Endicott and its library; a community study. 76p. 1916.  
 Russell, H. G. Social survey of Massena, N. Y. 46p. 1917.  
 Each of these contains features of particular interest, and all are valuable for local use as well as to libraries in other localities.  
 Cleveland Public Library. Supplementary report of East 79th Street Branch. 6p. (mimeographed) 1919.  
 Valuable example of brief survey of community factors, made by branch librarian for staff use.  
 Minneapolis Public Library. Branch community study outline. 2p. (typewritten) 1917.  
 Lloyd, S. M. and Gray, C. T. Reading in a Texas city; diagnosis and remedy. 107p. 1918. Univ. of Texas Bul. 1853.  
 Intensive study of school pupils' reading from pedagogical angle.

## POPULATION

- J. Walter Thompson Co., N. Y. Population and its distribution. 335p. 1921. \$5.  
 Compiled from the figures of 1920 U. S. Census, including Distribution of Retail and Wholesale Dealers. Compiled from Trade Sources.  
 U. S. Census Bureau. Estimates of population of the U. S. by states and cities, 1910 to 1923, and area, July 1, 1922. 140p. 1923.  
 Partial contents: methods of computing estimates; table 10, population and estimates for municipalities having 8,000 or more population; table 11, area and population of counties; table 13, white and colored population by cities.

## CHAPTER III. THE GEOGRAPHY OF LIBRARY WORK

- Doren, E. C. Sites for city library buildings. (A resumé of site problems of cities of 200,000 to 400,000 population.) *L. J.* 48: 1056-8 D15 23.

## CHAPTER IV. THE COMMUNITY MIND

- Federal Council of Citizenship Training. The community score card. 31p. 1924. U. S. Bur. of Education.

## CHAPTER V. RACIAL GROUPS

- A. L. A. Committee on Work with Foreign-born; series of articles in *L. J.*  
 Pinski, David. Modern Yiddish literature. *L. J.* 46:977-9 D1 21.  
 Ledbetter, E. E. Polish immigrant and the library. *L. J.* 47:67-70 Ja 15 22.  
 Horton, Marion. Library work with the Japanese. *L. J.* 47:157-60 F15 22.  
 Gratiia, Josephine. Roumanians in the U. S. and their relations to public libraries. *L. J.* 47:400-04 My 1 22.



Ledbetter, E. E. Polish immigrant and the library. *L. J.* 47:496-8 Je 1 22.

Quigley, Margery. Greek immigrant and the library. *L. J.* 47:863-5 O 15 22.

A highly valuable piece of pioneer work, full of suggestions and of facts impossible to find elsewhere.

Cleveland Americanization Committee Pamphlets.

Ledbetter, E. E. The Slovaks of Cleveland. 32p. 1918; The Jugo-slavs of Cleveland. 30p. 1918; The Czechs of Cleveland. 40p. 1919; Coulter, C. W. The Italians of Cleveland. 43p. 1919; The Lithuanians of Cleveland. 24p. 1920; The Poles of Cleveland. 42p. 1919; Cook, H. F. The Magyars of Cleveland. 31p. 1919.

A series of pamphlets, three by a branch librarian, which point out a new world of possibilities to the library worker, and suggest the activities and organizations through which he may become acquainted with the foreign-born.

Carnegie Library of Pittsburgh. Foreign-born Americans: Their contribution to American life and culture. 30p. 1921.

Cleveland Board of Education. Census of nationalities represented in the Cleveland public schools. 16p. 1922. (free)

St. Louis Public Library. Supplements to annual reports, 1912-13, 1918-19, 1922-23.

Daniels, John. America via the neighborhood. 463p. 1920. Harper, \$2.

Result of Carnegie Corporation's study of Americanization. Deserves careful reading by every library worker serving any foreign born. Shows appreciation of library's relation to foreign groups and describes work done by progressive libraries and branches (p. 275-283). Suggests value of personal understanding of the field through sympathetic acquaintances. Author developed this further in article in *L. J.* Nov. 1, 1920. The best analysis of various foreign-born group-types, as unit for librarian's study of community. Other volumes in this important "Americanization Series" are:

Breckinridge, S. P. New homes for old. 1921.

Claghorn, K. H. The immigrant's day in court. 1921.

Gavit, J. P. Americans by choice. 1922.

Park, R. E. Immigrant press and its control. 1922.

Park, R. E. and Miller, H. A. Old world traits transplanted. 1921.

Speak, P. A. A stake in the land. 1921.

Thompson, F. V. Schooling of the immigrant. 1920.

Balch, E. G. Our Slavic fellow citizens. 536p. 1910. Charities Pub. Com. \$2.50.

"Nothing has superseded this; still perfectly reliable and accurate as an interpretation." Mrs. Ledbetter.

Seidman, N. H. The foreign language market in America. 122p. 1923. Amer. Assoc. of Foreign Language Newspapers, Inc., N. Y. \$1.

Contains some valuable tables and statements gathered for advertising and business purposes, not easily found elsewhere.

U. S. Immigration Commission Report. v. 5. Dictionary of races. 150p. 1911.

The most careful statements and statistics about the origin and racial history of the various nationalities and languages.

U. S. Census. See Chapter I for references to essential tables in Census of 1920, v. 2, Chapters 6-10. The introduction to the tables on "Mother tongue of the foreign-born white stock" explains the relationship between the various political divisions of Europe and the linguistic groups of which they are comprised.

## CHAPTER VIII. SCHOOLS

In the numerous reports of school surveys made in many cities, absence of the public library as an adjunct to the schools indicates clearly enough the lack of mutual understanding or effective service, and the failure of the librarian to see that this phase of school work is given proper attention.

Caldwell, O. W., and Curtis, C. A. Then and now in education. 400p. 1924. World Book Co. \$2.

An excellent brief summary of present school organization and methods as developed from the past. The subject is covered in 168 pages, the remainder of the book devoted to appendices.

Ayres, L. P. and McKinnie, A. The public library and the public schools. 93p. 1916. Cleveland Foundation. 25c.

Milwaukee Public Library. Report of department of library service for adult education. 14p. 1923.

Means of education in Buffalo. 30p. 1914. Buffalo Educational Union.

Education in Albany. 56p. 1923. Albany Chamber of Commerce.

Two interesting examples of careful surveys which show not only the public school system but all the agencies that are giving instruction in diverse subjects. Even in cities of 15,000 or 20,000, the librarian often overlooks such agencies.

Apprentice education; a survey of part-time education and other forms of extension training in their relation to apprenticeship. Bul. No. 87, 1923. Federal Board for Vocational Education.

## CHAPTER X. COUNTY AND STATE BACKGROUNDS

## COUNTY

Henshall, M. D. An organizing trip through Inyo County. *News Notes of Calif. Libraries*. p.445-452. J1 17.

Personal narrative that suggests value of personal contacts as means to discover conditions and establish relations, in preference to a desk survey of statistics.

Stingley, Grace. The county library survey. Indiana *Library Occurrent*. Ja 21.

The only printed summary of the points and procedure in studying the field for county service. "Meaty" and a very practical guide for all county workers, especially when organizing. Overlooks industrial branches and other occupations than agriculture.

Detroit Public Library. Typewritten report of a preliminary survey of towns and villages in surrounding county, from which to locate stations and organize the system. 17p. (Signed by L. E. Kinsley.) 1920.

See also Dorrance entry in Bibliography, Chapter 2.

## STATE

Recent editions of the state-supplement chapters (published separately) of the school geographies published by Macmillan, Ginn, and American Book companies are so full of carefully collected and well-interpreted facts that they warrant mention here as among the best general summaries of state conditions and factors, though the emphasis is largely industrial.

## 406 THE LIBRARY AND THE COMMUNITY

- Harper, R. M. Urban culture in the North and South. Reprinted from *Montgomery Advertiser*, Mr 3 23. The author. University, Alabama.
- Wheeler, J. L. The library situation in Ohio. *L. J.* 45:877-82 N 1 20. Considers only certain facts which emphasize the need of specific legislative remedies. Written for "propaganda" purposes. No outline or report was found of a state survey from library service point of view.
- Wilson, L. R. Use of books and libraries in North Carolina. *Journal of Social Forces*. 1:78-86 Ja 23.  
Useful as showing the wide range of information that can be discovered.

## PART TWO. PUBLIC OPINION AND THE LIBRARY

### CHAPTER XI. PUBLIC OPINION FOR THE LIBRARY

- Lippmann, Walter. Public opinion. 427p. 1922. Harcourt. \$3.
- Lowell, A. L. Public opinion in war and peace. 302p. 1923. Harvard Univ. Press. \$2.50.
- Bernays, E. L. Crystallizing public opinion. 218p. 1923. Boni & Liveright. \$2.50.  
Carries the theories of the foregoing books into the more definite suggestions for action. Some of these are applicable in library work in the larger cities.
- Wilder, R. H. and Buell, K. L. Publicity. 271p. 1923. Ronald Press Co. \$2.75.
- Gilbert, Eleanor. How the office manual develops efficiency. *Office Economist*. F-Mr 1923.
- Brooklyn Public Library. Rules for the guidance of the staff. New ed. 68p. 1924.
- St. Louis Public Library. Customs of administration and procedure as observed by the staff. *Monthly Bul.* 32p., Jl 23.
- Youngstown Public Library. Staff instructions. 4th ed. 30p. (mimeographed) N 22. 40c.
- Leigh, Ruth. The human side of retail selling. 228p. 1921. Appleton. \$2.

### CHAPTER XIV. PUBLICITY ABOUT ORGANIZATION, METHODS AND FINANCES

- Thompson, O. R. H. Forthcoming pamphlet on "Reasonable budgets for average libraries." A. L. A. 1924.
- Bailey, A. L. Budget studies. *L. J.* 48:211-5 Mr 1 23.
- Public Library of District of Columbia. Annual reports, 1911-date.  
Each contains a tabulation of comparative statistics.
- New York Libraries, the extension bulletin of the New York state library system.  
Contains the most valuable tables, comments and conclusions on library statistics and the most useful material for quoting in newspaper and other publicity that deals with problems and policies. More general statements can be found in Dr. Bostwick's *The American public library*. The

following are selected as typical, but such items must be constantly supplemented by new data:

Editorial notes. 7:161-8 F 21.

Tables of . . . libraries . . . in 1920. Six groups according to population. Summaries for each group. 7:179-91 F 21.

Editorial notes. Proper claim of the libraries. 8:101-2 Ag 22.

Editorial notes. Increased library appropriations. 8:133-4 N 22.

Editorial notes. Libraries in New York 30 years ago. Library growth, etc. 8:164-8 F 23.

Proper apportionment of library income to different items of expense. 8:177-8 F 23.

Comparative summaries of library conditions in New York state. 8:184 F 23.

The following items from the Illinois, Indiana and Minnesota commission bulletins are also typical of what can be found:

Comparative summaries of public libraries in Ill. Tables. *Ill. Libraries* 5:66 O 23.

Taxation and library finances, by A. M. Price. *Ill. Libraries* 5:133-5. O 23 Sup.

County library status, 1920-21. Table. *Library Occurrent* (Indiana) 6:212-3. Ja 22.

Where Minnesota libraries stand. Tables and interpretation. *Minnesota Libraries* 7:11-13 Mr 22.

See also Bibliography, chapter 29.

## PART THREE. THE TECHNIQUE OF PUBLICITY

### CHAPTER XV. OBJECTS, COSTS AND PRINCIPLES OF LIBRARY PUBLICITY

#### REFERENCES ON COMMERCIAL ADVERTISING

Advertising literature is so extensive that only a few books can be selected. Those which contain the largest proportion of ideas or illustrations appropriate to library use are:

*Advertising and Selling Fortnightly*. 52 Vanderbilt Ave., N. Y. \$2 per year.

*Printer's Ink* (Weekly). 185 Madison Ave., N. Y. \$3 per year.

Associated Business Papers. Handbook for business paper advertisers. A. B. P., 220 W. 42d St., N. Y. \$1.

Durstine, R. S. Making advertisements and making them pay. 264p. 1920. Scribner. \$3.50.

Hall, S. R. Advertising handbook. 743p. 1921. McGraw-Hill, \$5.

Osborn, A. F. A short course in advertising. 248p. 1921. Scribner. \$3.

Ramsay, R. E. Effective direct advertising. 640p. 1921. Appleton. \$5.

#### SCHOOL AND SOCIAL SERVICE PUBLICITY

Charles, F., and Miller, C. R. Publicity in the public school. 192p. 1924. Houghton, Mifflin. \$1.20.



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- Hines, H. C. and Jones, R. G. Public school publicity. 72p. 1923. Macmillan. Paper, 60c.
- Routzahn, E. G., and M. S. Publicity methods reading list; selected references on publicity in social work and kindred fields. 48p. 1924. Russell Sage Foundation. 30c.

### GENERAL BIBLIOGRAPHY ON LIBRARY PUBLICITY

A detailed bibliography of 90 items on the subject, many brief, was issued by the Univ. of Illinois Library School, 1923.

- Bleyer, W. G. Publicity for public libraries. *Wis. Lib. Bul.* 13:49-50 F 17.
- Bostwick, A. E. Publicity (The American public library, rev. ed. p.339-43). 1923. Appleton. \$3.
- Briscoe, W. A. Library advertising. (English) 127p. 1921. H. W. Wilson Co. \$1.50.
- Carlin, J. W. Advertising a public library. *American City*, 17:122-3 Ag 17.
- Compton, C. H. Adventures in library advertising. *L. J.* 42:515-19 Jl 17.
- Cowgill, Ruth. Library publicity. *P. L.* 26:468-9 O 21.
- Dana, J. C. Modern American library economy. Pt. 4, Advertising, 31p. 1910. H. W. Wilson Co. 50c.
- Drake, J. M. Publicity. *Wis. Lib. Bul.* v. 6 13p. Ja-F 10.
- Drury, F. K. Publicity for college libraries. *L. J.* 45:487-90 Je 1 20.
- Hazeltine, M. E. Checklist of library publicity methods. *Wis. Lib. Bul.* 15:91-4, 121-5 Ap 19.
- Hunt, Carl. A program for library advertising. *A. L. A. Bul.* 11:127-30 Jl 17.
- Johnston, W. D. Newspaper publicity for libraries. *P. L.* 26:466 O 21.
- Johnson, W. F. Selling the public library to professional men. *L. J.* 45:207-8 Mr 1 20.
- Kaiser, J. B. Publicity for libraries. *Pac. N. W. Lib. Assoc. Proc.* 1914. p.20-24. *P. L.* 23:165-7 Ap 18.
- Kerr, W. H. The gist of the A. L. A. library publicity survey. *A. L. A. Bul.* 11:130-2 Jl 17; Publicity methods for libraries and library associations. *A. L. A. Bul.* 10:14-7 Ja 16; discussion 10:39-43.
- Melcher, F. G. Next steps in extending the use of books. *A. L. A. Bul.* 15:119-23 Jl 21.
- Milam, C. H. Library publicity material. *L. J.* 46:981-2 D 1 21. (Statement of material which can be supplied by A. L. A.)
- Neystrom, P. H. Advertising the public library. *P. L.* 17:157-9, 199-202. My-Je 12. *Wis. Lib. Bul.* 8:13-18. Ja-F 11.
- Paulmier, Hilah. Putting the N. Y. public library on the map. *P. L.* 25:445-7 O 20.
- Persistent publicity. *L. J.* 45:401 My 1 20.
- Ranck, S. H. Making a community conscious of its library. *L. J.* 48:945-9 N 15 23.

- Roden, C. B. The library as a paying investment. *Wis. Lib. Bul.* 8:5-8 Ja-F 11.
- Rush, C. E. Greater publicity—cooperative publicity—employment of a publicity expert. *A. L. A. Bul.* 13:363-5 Jl 19; Why I believe in advertising the public library. *L. J.* 43:877-8 D 18.
- Sidener, Merle. Library advertising. *P. L.* 25:299-305 Je 20.
- Ticer, W. F. Advertising the public library. 39p. 1921. Democrat Printing Co. 30c.
- Ward, G. O. Planning to make the library known. *P. L.* 27:77-80 F 22; 27:141-6 Mr 22; 27:210-14 Ap 22.
- Ward, G. O. Publicity for public libraries. In press, May 1924. H. W. Wilson Co.
- Wellman, H. C. Advertising the library. *Mass. Lib. Club. Bul.* 2:94-9 Jl 12.
- Wheeler, H. L. "Getting across in Muskegon." *L. J.* 49:27-30 Ja 1 24.
- Wisconsin Library Bulletin. Publicity number. v. 6. 20p. Ja-F 10.
- Wright, P. B. Some methods of library advertising. *L. J.* 31:C86-88 Jl 06.
- Yust, W. F. Publicity in library work. *Mass. Lib. Club Bul.* 2:85-93 Jl 12.

## CHAPTER XVI. PSYCHOLOGY OF THE APPEAL OF BOOKS

- Edman, Irwin. Human traits and their social significance. 467p. 1920. Houghton, Mifflin. \$3.
- Kitson, H. D. The mind of the buyer. 211p. 1921. Macmillan. \$1.50.
- The age factor in selling and advertising. 54p. 1922. Photoplay magazine, N. Y. Free.
- Swift, E. J. Psychology and the day's work. 388p. 1918. Scribner. \$2.

## CHAPTER XVIII. PICTORIAL PUBLICITY

- Harding, Edward. The battle in this country. 16p. 1918. National committee of patriotic societies. 15c.  
A war pamphlet for local organizations preparing effective publicity. Full of clear brief statements of basic principles as to appeal, text and illustrations.
- More business through house organs. 43p. 1923. S. D. Warren Co., Boston. Free.  
If this valuable pamphlet (8½ x 11) should be out of print, your printer, or the A. L. A. Headquarters, or the writer, may be able to lend a copy. It contains good ideas and illustrations for copy-writing, layout and typography.
- Whiting, J. D. Practical illustration; a guide for artists. 153 p. 1920. Harper. \$3.  
An advanced work for commercial illustrators.
- Art Directors Club of N. Y. The second annual of illustrations for advertisements in the U. S. 171p. 1923. Book Service Co., 15 E. 40th St., N. Y. \$5.
- Karsten, K. G. Charts and graphs. 600p. 1923. Prentice-Hall, Inc., N. Y. \$6.  
Full of reproductions of a great variety of examples that suggest ways to make visual your own facts. Borrow it from some large library.

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### CHAPTER XIX. NEWSPAPER PUBLICITY

Bastian, G. C. Editing the day's news. 252p. 1923. Macmillan. \$2.75.

Bleyer, W. G. See three books noted in introductory paragraph of the chapter.

McCauley, H. S. Getting your name in print. 114p. 1922. Funk & Wagnalls. \$1.25.

A very useful statement of the proper presentation of facts for the papers.

Reynolds, R. G. Newspaper publicity for the public schools. 125p. 1922. A. G. Seiler, N. Y. \$2.

Wilder, R. H., and Buell, K. L. Publicity; a manual for business, civic, or social service organizations. 271p. 1923. Ronald Press Co. \$2.75.

Van Buren, Maud. Newspaper publicity. *P. L.* 25:264-6 My 20.

Shows text of a variety of typical news stories.

### CHAPTER XXI. LAYOUT AND TYPOGRAPHY OF PRINTED MATTER

More than a score of books on typography, printing and advertising were drawn on for this chapter, including Updike's "Printing types," Bothwell's "Book composition" (revised from DeVinne, 1922, United Typothetae of America, Chicago, \$2.00), and Stanley Morison's "Type faces," Files of *The Inland Printer*, *The Printing Art*, *Printer's Ink* and other advertising magazines for the last five years were carefully gone over and found to be full of interesting ideas. The four following books seem most useful:

Conkey, W. B. What a business man should know about printing and book-making. 214p. 1922. W. B. Conkey, Hammond, Ind. \$1.

Sherbow, Benjamin. Effective type-use for advertising. 139p. 1922. Author, 50 Union Sq., N. Y. \$2.

Trezise, F. J. Typography of advertisements. 136p. 1912. *Inland Printer*, Chicago, Ill. \$2.

Walter, F. K. Library printing. Rev. ed. 31p. 1923. (Manual of library economy, No. 32.) A. L. A. 25c.

### CHAPTER XXII. BOOK LISTS AND CIRCULARS

Dana, J. C. Modern American library economy. Pt. 3. Book lists and other publications. 31p. 1910. H. W. Wilson Co. 35c.

Gregg, A. S. Why you don't sell by mail. *The Nation's Business*. O 23. p. 23. Studies of direct-by-mail distribution of publicity.

### CHAPTER XXIII. BULLETINS AND REPORTS

Cannon, L. H. Library reports and the law of the land. I. *L. J.* 48:747-51 S 15 23; II. *L. J.* 48:852-6 O 1 523; III. *L. J.* 48:953-6 N 15 23; IV. *L. J.* 49:123-7 F 1 24; V. *L. J.* 49:169-75 F 15 24; VI. *L. J.* 49:221-3 Mr 1 24.

Curtis, F. R. Annual report of a small public library. *Library Occurrent* 2:115-7. Mr 1910.

Munn, Ralph. Library reports. *L. J.* 48:413-4 My 1 23.

- Hyde, D. W. House organ as a factor in library service. *L. J.* 45:199-203 Mr 1 20.  
 Legler, H. E. Library bulletins. *A. L. A. Bul.* 3:329-336 S 09.  
 Perry, E. R. Bulletins and library printing. *A. L. A. Bul.* 9:102-4 Jl 15.

## CHAPTER XXIV. POSTERS, PLACARDS AND BILLBOARDS

Three articles: Poster bulletins, by F. H. Ford, p.89-91; Aesthetic principles, by B. O. Oehler, p.146-149; Posters at the May fete, by R. M. Lathrop; *Wis. Lib. Bul.* Ap and Je 1918. Each contains valuable ideas which could not be given in this book for lack of space.

How to put in patriotic posters the stuff that makes people Stop—look—act! 16p. Je 18. National Committee of Patriotic Societies.

Written by Charles Matlack Price and Horace Brown, this terse, well planned, strikingly illustrated guide holds a unique practical value.

Price, C. M. Poster design. New enl. ed. 383p. 1922. Geo. W. Bricka, N. Y. \$12.50.

A critical study, in much detail, of poster development, with less attention to instruction for the amateur. 65 color plates and 150 other reproductions.

Posters and poster making. 30p. 1920. Student volunteer movement. 25 Madison Avenue, N. Y., 25c.

*The Poster*. "The national journal of poster advertising and poster art." Monthly. Poster Advertising Assn., Inc., 307 S. Green Street, Chicago, Ill. \$3 per year.

Lemos, J. J. Poster work. 28p. 1922. *School Arts Magazine*. \$1. Reprint. 24 plates and 4p. text.

Lippincott, Wilnot. Outdoor advertising. 340p. 1923. McGraw-Hill. \$5.

Besides being the only book devoted to the subject in all of its phases, including window exhibits, it is full of valuable discussions, with 103 illustrations of poster layout and design. Borrow a copy from your State Library Commission.

Blair, L. E. Principles and practice of show-card writing. 1923. McGraw-Hill. \$2.50, or

DeWild, J. H. Elements of show-card writing. 53p. 1923. Educ. Dept., Associated Advertising Clubs of the World. \$1.

Any other book on the subject may show equally well the simple styles of alphabets and instruction on brush work and heavy-pen lettering. T. W. Stevens' book, "Lettering," is cited in the text of this chapter.

## CHAPTER XXV. MOTION PICTURE PUBLICITY

See Maze reference in bibliography, Chapter 31.

## CHAPTER XXVI. EXHIBITS AND DISPLAYS

(A detailed bibliography on Library exhibits of all sorts, 86 items, was issued by Univ. of Illinois Library School, 1923.)

Routzahn, E. G. and M. S. A B C of exhibit planning. 234p. 1918. Russell Sage Foundation. \$1.50.

Ranck, S. H. Library at a city show. *L. J.* 45:353-5 Ap 15 20.



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Rochester's campaign for a central library. *L. J.* 48:869 O 15 23.

Selling the public library idea in Brooklyn. *L. J.* 48:471-72 My 15 23.

Wead, Eunice. Technique of library exhibits. *L. J.* 47:499-501 Je 1 22.

Stockett, J. C. Library window displays in Wisconsin. *Wis. Lib. Bul.* 12:246-48 Je 16.

### CHAPTER XXIX. CAMPAIGNS

Alexander, C. and Theisen, W. W. Publicity campaigns for better school support 164p. 1921. World Book Co. \$1.20.

Missouri book week's success. *L. J.* 47:300 Ap 1 22.

Increasing the library appropriation; a synopsis. *Wilson Bul.* 2:227-236 My 24.

Indiana's Library Week. *L. J.* 47:305-6. Ap 1 22.

North Dakota library week. N. Dak. State Library Commission. *Bul.* 1:1-20 Je 23.

Russell Sage Foundation has a forthcoming book on publicity campaigns.

### CHAPTER XXX. CAMPAIGN PUBLICITY

The references to individual campaigns are included in the summaries in the Appendix.

### CHAPTER XXXI. PUBLICITY FOR SPECIAL TYPES OF SERVICE

The meagerness of these references indicates the need of more complete studies of the publicity methods for each of these special fields.

#### CHILDREN'S WORK

Maze, A. H. The library and the motion picture house. *L. J.* 48:660-2 Ag 15 23.

Humble, Marion. The third annual children's book week. *L. J.* 46:795-7, O 1 21.  
The most complete summary of methods.

#### BRANCH LIBRARIES

Dillon, Dorothy. The psychology and methods of advertising a branch library. Chicago Public Library, *Staff News.* N 22 p. 1-3.

#### VILLAGE LIBRARIES

Crandall, M. S. What can be done by a small library in a small town. *P. L.* 19:1 Ja 13.

Sohn, H. B. Publicity for village libraries. *L. J.* 40:866 D 15.

#### COUNTY LIBRARIES

Spaulding, F. B. Materials and plans for a county library campaign. 47 mimeographed sheets. A. L. A. 1923. 50c.

Askew, S. B. How we get a county library in New Jersey. A. L. A. Proceedings, 1923:146-8.

Silverthorn, B. B. Siskiyou county library publicity. *Sierra Educational News.* 15:339-40 Je 19.

Van Sant, Clara. Planning a county library campaign. *P. L.* 26:1-4 Ja 21.

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